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THE ROLE OF PLACEMAKING IN SUSTAINABLE PLANNING: A CASE STUDY OF THE EAST SIDE OF CLEVELAND, OHIO

A Thesis Presented

by

Sarah S. Lang

Submitted to the Graduate School of the
University of Massachusetts Amherst in partial fulfillment
of the requirements for the degree of

MASTER OF REGIONAL PLANNING

February 2017

Department of Landscape Architecture and Regional Planning

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Approved as to style and content by:

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DEDICATION

To my city, Cleveland, Ohio.

I have had no better teacher in life on how to learn to love something I used to hate,
on fierce dedication and loyalty, and how to turn true grit into glitter.

and

To my parents, for always fueling my passions and
never stomping on my flame.

ACKNOWLEDGMENTS

First and foremost, to my wonderful thesis committee: To Dr. Flavia Montenegro-Menezes, thank you for your in-depth knowledge, passion, unwavering support and flexible advisement, allowing me to be the true leader of this project. To Dr. John Mullin, thank you for your life long, proficient advice and your Commie, Pinko opinions, allowing me to view my research in a different light. To Dr. Ezra Markowitz, thank you for taking this on during a very busy time and providing me with unquestionable expertise on methodology.

Next, I want to give my undying gratitude to Stephen Meno, my thesis buddy. This process was made a bit more bearable with you by my side. I appreciate that you gave me your honest opinions and continued to push me even after you'd graduated and moved away. To Tim Duclos, for putting up with me at home, picking me up when I was down, and your firm belief that I am on a path to greatness. To Mark Hamin, for always giving sound advice and support during the stressful times. To Craig Nicolson, for being the catalyst in my graduate school career and always encouraging me to reach higher.

To my Cleveland family, this project would not have been possible without you: Adrian Marti, Eric Zygai, Michael Paratto, John Marotta, Kelsey McConnell, Becky Mitchell, Caitlin Ballinger, Jeffrey Brauning and Ryan Franz.

To my parents, David Lang and Nancy Stuart: Thank you, dad, for being a constant in my life, someone who I know will pick up when I call, and being my role model for standing tall and carrying on through whatever hardship comes your way. Thank you, mom, for being a strong female figure in my life, showing me that anything is really possible, and for instilling in me your mantra: "You are exactly where you are supposed to be." Oh, also for birthing me.

ABSTRACT

**THE ROLE OF PLACEMAKING IN SUSTAINABILE PLANNING:
A CASE STUDY OF THE EAST SIDE OF CLEVELAND, OHIO**

FEBURARY 2017

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The notion of placemaking and sustainability are central to planning practice. However, is there a connection between the goals of sustainability and the impacts of placemaking initiatives? The ultimate goal of sustainable planning is the creation of a sustainable community which include the defining features of a healthy climate and environment, social wellbeing, and economic security. Yet, sustainable planning is heavily focused on the environment. Placemaking initiatives focus on underutilized space, permanently or temporarily highlighting location, locale, and sense, the three realms of place. In attempt to answer whether placemaking can contribute to sustainable planning, this research focuses on the case study of the east side neighborhoods of Cleveland, Ohio and three placemaking initiatives which take place in those neighborhoods. Placemaking attendees were surveyed on their perspectives of the impact that the placemaking initiative has on the community. After coding the responses for common themes, these themes were related back to the larger defining features of a sustainable community. It was found that placemaking can be used to support the social and economic realms within sustainable planning and communities. The main characteristics which make these initiatives successful are free and open to the public, expression of uniqueness, and the support of local businesses. Placemaking offers benefits to both community and non-community members. Ultimately, placemaking is a beneficial tool that should be utilized by planners to aid in sustainable planning.

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CHAPTER 1
INTRODUCTION

Regardless of whether planners are conscious of it or not, we are placemakers; our profession is designed to create place, to improve place, to engage place, and to categorize place. In light of this, two important concepts in the planning discipline are placemaking and sustainable communities. While planners tend to have a general understanding of these concepts, the dilemma we face today is what role placemaking plays in sustainable planning. In order to be successful, it is important to understand the relationship between these two concepts. Two types of placemaking initiatives have emerged: (1) form-based, which centers on permanent changes to the urban fabric of spaces and (2) tactical urbanism, which seeks to give vibrancy to underutilized spaces through low-cost, temporary interventions. The idea of place, which is central to the idea of placemaking and sustainable communities encompasses three realms: (1) locale, which involves the social and cultural relations, (2) location, which is the physical setting, and (3) sense, which is the human capacity for the production of meaning (Agnew, 1987). Place is a space with meaning (Cilliers & Timmermans, 2014), so when making place, all three realms must be considered and included to transform a space into a place. A sustainable community's defining features are (1) a healthy climate and environment, (2) social wellbeing, and (3) economic security which are created through sustainable planning implementation. A sustainable community uses place as the foundation in which to accomplish these goals. Importantly, a disconnect between placemaking and sustainable communities exists when they are viewed as separate concepts, when in fact they are very much interconnected. Placemaking's qualities of locale, location, and sense can directly play into the three goals of sustainable communities; the key is to understand in what ways the former influences the latter.

The concept of sustainability has become increasingly important in the past three decades and in turn, a focus within planning. Catalyzed by the United Nations Conference on Environment and Development (UNCED) in 1992, also known as Earth Summit or Rio 92, the concept of

sustainability has become progressively central to planners in current day practice (Clark & Dickson, 2003; Kates, Parris, & Leiserowitz, 2005). Through the lens of sustainability, the summit addressed topics such as climate change, biological diversity, public transportation systems, and water. A valuable result of the summit was the creation of Agenda 21; a voluntary implementation plan to guide sustainable development (Kates et al., 2005). The plan encompassed four sections: Social and Economic Dimensions, Conservation and Management of Resources for Development, Strengthening the Role of Major Groups, and Means of Implementation. The summit and subsequent implementation plans developed, like that of Agenda 21, were the first of many sustainable planning actions, whose legacy can be seen presently in the proliferation of sustainability master plan chapters, the creation and increased number of governmental offices of sustainability, and standalone sustainability plans.

Similarly, placemaking has increased in popularity since its advent. The idea of placemaking has existed since the 1960s, with champions such as Jane Jacobs and William H. Whyte introducing concepts on how to design spaces for people (Project of Public Spaces, n.d.). Since its introduction, the interest in research and implementation of placemaking initiatives has increased, as seen through organizations like Project for Public Spaces (PPS), a non-profit who has aided in placemaking projects in over 3,000 communities worldwide, and ArtPlace America, "a ten-year collaboration among a number of foundations, federal agencies, and financial institutions that works to position arts and culture as a core sector of comprehensive community planning and development in order to help strengthen the social, physical, and economic fabric of communities" through providing grant funding (ArtPlace America, n.d.). Placemaking initiatives strive to combine community participation, culture and heritage, and display of place attachment in order to strengthen community. Supporting an emotional bond to place provides a foundation for which residents are willing and interested in community participation. Placemaking is a fun and interactive way for residents to display their community pride while also reaching out to other residents to share in the place attachment.

While planners may be more familiar with the idea of sustainability, as evidenced by master plan chapters or governmental offices, they are less aware of the importance of placemaking to achieve goals of sustainability. For example, the City of Cleveland's Office of Sustainability's *Sustainable Cleveland 2019* focuses on projects in areas such as energy efficiency, renewable and advanced energy, zero waste, local foods, clean water, and sustainable mobility (City of Cleveland, n.d.). The City of Chicago's sustainability plan, *Sustainable Chicago 2015*, focuses its goals and objectives around water, air and natural resources, energy, retrofitting, waste and recycling, green buildings, transportation, climate action, and smart grid (City of Chicago, n.d.). These environmental projects and goals are essential to sustainability but the lack of social and economic goals are evident. Reviewing these plans and similar plans from other cities, if social and economic goals and objectives are even included in the sustainability plans, they are far outweighed by the environmental goals and objectives. *In order to aid in sustainable planning, what types of placemaking initiatives are needed, and what are the inherent qualities within those initiatives that make them successful?* A deeper knowledge of this relationship could allow planners to enact effective initiatives and create lasting connections in their service area by supporting social and economic sustainability. In their simplest form, planners are placemakers. If placemaking can help create sustainable communities, planners need to be conscious of the benefits of this concept and efficiently incorporate it into their best practices and planning techniques.

In order to analyze the potential nexus of placemaking and planning techniques to support sustainable communities, I will look at a case study of the east side of Cleveland, Ohio, 15 neighborhoods east of downtown. These neighborhoods are culturally diverse and have a history of industry and affordable housing. Recently, the decline of industry from the east side of Cleveland has caused a slump in its economy, but the community is working on reinventing themselves in the area of material reuse through placemaking, building material reclamation, and entrepreneurial initiatives. Within the neighborhoods there are organizations such as St. Clair Superior Development

Corporation (SCSDC) that have had an influential hand in creative placemaking initiatives in aims of revitalizing and sustaining the community. SCSDC offers such programs as the Paint Program, providing affordable paint to residents to improve the aesthetics of their houses; youth engagement through a branch of Youth Organization Unlimited; support of an Urban Grazing program which utilizes sheep to cut grass on unkempt properties; and heads the Upcycle St. Clair project which supports the Upcycle Parts Shop, a creative reuse center that resales unwanted material.

Many types of initiatives fall under the umbrella of placemaking, however for the purpose of this research, the focus is on tactical urbanism, temporary initiatives that fill an underutilized space. Through the case study of the neighborhoods of the east side of Cleveland, I will attempt to identify the key elements in placemaking that support sustainable community development through diverse research objectives.

These diverse research objectives fall under three categories: public perspectives, planner comprehension, and overall outcomes. The assumption is that the public's perspectives directly affect planner's comprehension of a community and its needs, which in turn affects overall outcomes that support both the community views of themselves and their future and the effectiveness of planning practices.

Public perspectives objectives include identifying the placemaking initiatives; identifying the qualities of placemaking that the public perceive to aid in the success of the initiative; and understanding the processes developing and sustaining the public's emotional bond to place. Through data collection, two different types of public in relation to the neighborhoods where these placemaking initiatives take place will surface: community members and non-community members. Therefore, a major objective will be to clearly identify what it means to be a community member or non-community member. In order to complete these objectives, I will identify current placemaking events in the east side neighborhoods and survey the attendees. Thus, the primary data of this

research will be collected from the people immersed and engaged in these events. Public perspectives will be the guiding force with which the main conclusions are drawn.

Planner comprehension objectives encompass the knowledge that informs planning practices. These objectives include clearly defining place, placemaking, and sustainable communities; outlining the qualities and characteristics that link people and place to better understand how to continue to cultivate this link; and understanding the importance of community participation to the residents in placemaking initiatives. The terms placemaking and sustainable communities mean different things in different contexts; it is important to clearly define such terms in order to properly discuss the framework of this research. The relationship between people and place is essential to both placemaking and sustainable communities. Through understanding the qualities and characteristics linking people and place, planners will be able concentrate their efforts to include initiatives and events focused on these qualities. Additionally, community participation plays a large role in successful placemaking initiatives. The assumption is that the involvement of community members in initiatives is integral and that best practices for planning should include community engagement throughout each step of the planning process. The planner comprehension objectives, once completed, will help inform planning best practices.

The objectives for overall outcomes tie the public perspectives and planner comprehension objectives together to arrive at cohesive conclusions. These objectives are understanding if and how the placemaking initiatives are supporting the formation of a sustainable community; identifying the benefits and detriments of community participation in placemaking; and provide empirical evidence, synthesized from the data collected during this research, to help planners support the decision to integrate placemaking into sustainable community formation. If the placemaking initiatives are contributing to the goals of a sustainable community, this research aims to find out, based on public perspective, in what ways this support is occurring. Although community participation is important, it can provide a hard to control variable to a placemaking process. This research hopes to provide a

look at benefits and detriments of participation and ways to create a positive participation atmosphere.

Through this research, I will address the following questions:

1. **What qualities of successful placemaking initiatives support the defining features of sustainable communities?**
2. What benefits of community participation in placemaking intersect with the defining features of sustainable communities?
3. What aspects of placemaking increase the emotional bond between person and place and in what way do these aspects relate back to sustainable communities?
4. What types of community values are portrayed through placemaking initiatives?
5. What types of physical characteristics of placemaking initiatives allow for sustainable development

CHAPTER 2
LITERATURE REVIEW

A critical aspect of a defined community is the place or area that contains the people belonging to the community (Shaffer, 2006). When residents experience a sense of belonging, feelings and emotions develop, creating a bond to that place. Existing research terms this bond between person and place as place attachment (Altman & Low, 1992). Activities and programs that involve placemaking and community participation can heighten and strengthen those emotional bonds (Cilliers & Timmermans, 2014). In parallel, sustainable communities employ an aspect of social wellbeing which is paramount to its success (Dale & Sparkes, 2011). By understanding these phenomenon and their common attributes, planners may better understand the possible connections between the two.

This literature review explores characteristics of sustainable communities and the effects of placemaking and community participation. Using databases provided by the University of Massachusetts, Amherst library, I have identified relevant and current literature that explores these connections through sustainable communities, placemaking, place, place attachment, and participation. By understanding these themes and their relationships, this review fills a gap in knowledge as it links the emergence of placemaking initiatives and empirical research on sustainable communities.

Following this brief introduction, the first section examines sustainable communities through the history of sustainable development and quality of life measurements. The second section reviews how placemaking must be individualized in order to make an impact, as well as recognizing ethical concerns with in the field. The third section explores the idea of place and how it is to be defined and contextualized for this specific research. The fourth section addresses the development and sustainment of place attachment bonds and an attempt at quantifying sense of place. The fifth section discusses community participation and its importance to the overall success of the placemaking process. The final section discusses the integration of the concepts of the previous sections.

2.1 Sustainable Communities

A sustainable community's defining features are a healthy climate and environment, social wellbeing and economic security (Institute for Sustainable Communities, 2015). These three imperatives, expanded on, are the "ecological requirement to live within the carrying capacity of the planet; the social need to have governance structures that enable people to voice and enact their values and the economic responsibility to ensure that the basic needs of all people and life are met" (Dale & Sparkes, 2011, p. 477).

In their research, Kates, Parris, and Leiserowitz (2005) attempt to correctly define sustainable development through the decades of research and practice in the field. Wismer (1999) discusses the process her case study town engages in to determine sustainability metrics for their community and highlights the main questions a community should consider when designing their own metrics. De Leeuw (2012) develops a framework for asking the right questions when evaluating the World Health Organization (WHO) European Healthy Cities Network. Collectively, these publications will address how agency and quality of life metrics are useful tools for sustainable communities.

2.1.1 Sustainable Development

Kates, Parris, and Leiserowitz (2005) attempt to clearly define sustainable development, a term that has been around for decades and has taken on many meanings. This creatively ambiguous term has benefited many governmental and non-governmental agencies, organizations, companies, and individuals, but Kates et al. examine the goals, indicators, values, and practice of sustainable development in order to find a common definition.

The themes of freedom, development, peace, and the environment have been at the forefront of global aspirations for decades. Multiple global commissions and conferences have been held throughout the decades to address sustainable development such as the Stockholm Conference in 1972,

the World Conservation Strategy of the International Union for Conservation of Nature in 1980, the World Commission on Environment and Development in 1982, the United Nations Conference on Environment and Development in 1992 and the World Summit on Sustainable Development in 2002. A common goal throughout these commissions were to link the environmental, social and cultural aspirations together "demonstrating how the pursuit of one great value required the others" (Kates et al., 2005, p. 10). For sustainable development, the themes of environment and development are its dual concern. Although many believe that the environment and development are two separate spheres, they are in fact inseparable (p. 10).

Generally speaking, over the years sustainable development has adopted a broad definition that is adaptable to most situations. It does, however, seem to always focus on intergenerational equity. In 1999, the Board on Sustainable Development of the US National Academy of Science decided it needed to collect all the literature on sustainable development and boil it down into a comprehensible document, named *Our Common Journey: A Transition Toward Sustainability* (Kates et al., 2005). The categories they found through this literature search for "what is to be sustained" are nature, life support systems, and community. They also found three distinct themes for what should be developed: people, economy, and society (National Academy of Science in Kates et al., 2005). The Board of Sustainable Development noticed that in the recent literature, there had been a call to emphasize human development of values and goals as well as the development of society goals such as security, well-being, and social capital.

Goals for sustainable development are most easily divided by the timeframe these goals are hoped to be achieved. These timeframes are short term, within two generations, and long term. In 2000, the UN General Assembly adopted about 60 goals in relation to sustainable development. By 2004, monitoring agencies determined that many countries will fall short of the short term goals by 2015. The Millennium Project projected that there would need to be a doubling in official aid in order to reach

goals set in 2000 (Kates et al., 2005). Within the two generation timeframe, the goals of minimal sustainable transition were "one in which the world provides the energy, materials, and information to feed, nurture, house, educate, and employ the many more people of 2050—while reducing hunger and poverty and preserving the basic life support systems of the planet" (p. 13). The Board of Sustainable Development determined that it would take one generation to reach the 2015 goals set by the Millennium Project and another to reach the 2050 goals. Lastly, the long term goals focused mostly on hunger and greenhouse gas emission. The Policy Reform Scenario of the Global Scenario Group determined that it would be *just* possible to reach those goals without a "social revolution or a technological miracle" (p. 13) and that it would take an unprecedented governmental commitment and political will to reach these goals. In the long-term scenario, it would be the "quality of human knowledge, creativity, and self-realization that represents development, not the quantity of goods and services" (Kates et al., 2005, p. 13).

By looking at indicators of sustainable development, one can also get a sense of another way to define it. In attempt to narrow our understanding of the indicators, 12 efforts of measuring sustainable development were reviewed on a local to global scale. This list provided two major observations. First, there is a broad list of goals presented by these 12 efforts on what to sustain and what to develop. Some groups involved multiple stakeholders who provided different views and goals which created a long list of broad indicators. Some groups were less inclusive and provided a narrow and specific list of indicators. Secondly, very few of these efforts were explicit on their timeframe for which they were considering sustainable development. This points to a very inconclusive timeframe for sustainable development efforts.

Another mode of defining sustainable development is through the representing and supporting values. Kate et al. defines values as "expressions of, or beliefs in, the worth of objects, qualities, or behaviors" (p. 16). Values help us decide what we see as good or bad and give us a baseline from which

to judge. The goals and indicators, as discussed above can be considered values but they are not all encompassing of the values that support sustainable development. Explicit values, as stated in the Millennial Declaration, are "freedom, equality, solidarity, tolerance, respect for nature, and shared responsibility" (p. 17). The Earth Charter Initiative was the answer to the request of the World Commission on Environment and Development for a ubiquitous declaration of sustainable development values. The initiative, launched for a second time in 1994, was deemed "the most open and participatory consultation process ever conducted in connection with an international document" (Earth Charter Handbook, p. 4). However, by the 2002 World Summit, the charter still had not received its desired support or adoption. Despite the effort, the values of sustainable development still vary vastly depending on who you ask or what document you consult.

Possibly the most important way sustainable development can be defined is through practice. Practice not only includes goals, indicators, and values, but it also encompasses the action of social movements. United Nations Conference on Environment and Development (UNCED) was the first of many international and intergovernmental movements in attempt to find common ground between the environment and development. The authors discuss the many global efforts but it is important to note here that those global efforts are only made possible by the fact that there are smaller efforts that focus on specific places and people. Three related movements are the sustainable livelihoods movement, the global solidarity movement, and the corporate responsibility movement. Despite countless social movements, there will always be opposition. At the very root of the social movements is the attempt to find common ground for the people who support the environment and those who support development. Sustainable development has also found a place in many institutions, from international to local governments, and NGOs. Science and technology are also finding their place within the sustainable development realm in an effort to contribute new knowledge to the field. It is in the practice of sustainable development that we begin to see the outcomes of the goals, indicators and values.

Kates et al. (2005) determined that the term's ambiguity is the very quality that gives it so much power. This ongoing dialogue allows for sustainable development to be applied to the many complex and varied issues we face today with development and the environment. It is clear that in order to properly develop a definition for a specific situation, a diverse group of stakeholders must participate in deciding how sustainable development appropriately fits their situation, with the understanding that there will be compromising on some ideas and letting go of others. However elusive or malleable, the term still reflects a core set of principles "to meet the needs, now and in the future, for human, economic, and social development within the restraints of the life support systems of the planet" (p. 20).

2.1.2 Evaluation

An important aspect of a sustainable community, addressed by Wismer (1999), is, in fact, how to determine if your community is sustainable. The effort to develop a set of metrics of quality of life indicators to be used at the municipal level was the goal of the Woolwich Township's Healthy Communities Project (Wismer, 1999). The Woolwich Township developed working groups and a Coordinating Committee and, through an eighteen-month participatory action research project, the Township Council reviewed and approved a set of nine principles for decision making within their Healthy Community. Among these principles, important questions such as does the decision build a feeling of community, does the decision give a voice and a choice, does the decision support local business, and does the decision honor the past, safeguard the future? are used as the meter of a sustainable decision (Wismer, 1999, p. 111). The takeaway from Wismer's research is not only the outcome for Woolwich Township, but of the learning process they went through. There is hope that the project will provide a basis for other communities to determine their own principles on well-being. This

is key because every community is different and will prioritize key elements differently that aid in their sustainability and well-being.

De Leeuw (2012) addresses the idea of what questions are the right ones to ask when evaluating a complex urban system. Through a realist evaluation approach, de Leeuw assesses the WHO European Healthy Cities programs and initiatives to develop a methodology for asking the right questions. He states, “A logic of methods, driving the choice for specific approaches to collect data and generate information and knowledge, should first and foremost be driven by the answers we seek” (de Leeuw, 2012, p. 217).

The mere fact that the Healthy Cities movement has been recreated across many different political systems, socioeconomic conditions, and over a few decades speaks to its efficacy. However, that is not enough to say that the program is effective. The difficult questions have to be asked, "Does it work; what is in it for the people; what political gain can be established?"(de Leeuw, 2012, p. 218). These questions search under the surface of just the resiliency of the program and into the "messy, wicked, complex, and multi-level issues" (p. 218). There needs to be a "more rigorous and transparent analysis" in order to agree on what it is we want to examine when we are assessing the Healthy Cities. After reviewing the characteristics that make-up a city and the 11 parameters for which Healthy Cities should attempt to fulfill, one can understand the need for a simplistic paradigm to an interdisciplinary and complex look into the relationship between health outcomes and their causes.

Through hyper specialization and fragmentation, we are losing the complexity and layers of the problem. “Researchers tend to follow a reflex to cut up phenomena under study into disjointed elements, thus disabling them to see and interpret the whole" (p. 220). Often times, solutions to problems fall into an upstream, midstream, or downstream category. This leads to research and its significance being lost in translation and not useful to practitioners and communities. By creating

interdisciplinary research questions and measurements, a more holistic understanding can take place of the impact of Healthy Cities.

The 11 parameters set by WHO for Healthy Cities follows an integrative approach which respects the existence of "co-existing levels, pathways of influence and causality, and issues of power" (de Leeuw, 2012, p. 223). This set up opens the door for the development of methodology for which the right questions can be asked, however, it does not make it any easier to develop the methodology. An important component to this system which comes before specific interventions can be applied is the value system of the city. Without the specific values of sustainability, equity, community participation, and empowerment, cities would not be capable of successfully implementing the interventions which help achieve the 11 parameters.

In order to develop a methodology which can tell the difference between the effects of the value systems or the interventions, we have to understand the difference between impact and outcome, two measures that will be helpful in deciding the effectiveness of the Healthy Cities program. Impact is "a result or change that has come about as the result of complex interactions between a range of factors" (p.223). Outcome is "a result or change that can be directly attributed to such an activity or intervention" (p. 224). The distinction between these two results are essential in a proper evaluation.

Through the many evaluations of different aspects of the Healthy Cities program by many different researchers, it is clear that they have already moved past the simplistic "intervention outcome" issues. This suggests that research questions posed about Healthy Cities should be heading towards a more global analysis of the value system impact and intervention outcomes. This shift points to the specific methodology of realist evaluation. The suggested framework by de Leeuw (2012) helps researchers most adequately understand and answer the questions of effectiveness of a program. This framework functions with the assumption that each program has their own theory that should be tested; "What works for whom in what circumstances" (p. 226). A simple formula describes this

statement: *outcomes=mechanisms + context*. Realist evaluation can be compared to Bayesian statistics, in the sense that it assumes dynamism and dependence. Therefore, the methodology developed for such an evaluation has to employ many different ways of collecting data in order to cover all aspects. This type of evaluation should be considered when assessing complex systems, and can specifically be applied to sustainable communities.

Although it is not explicitly identified, the experience of place attachment and sense of place seem to contribute to the core values of a sustainable community. These experiences can be cultivated through placemaking (Section 2.2). However, place attachment (Section 2.2.2) is intangible and difficult to measure. There is a gap in knowledge connecting sustainable communities and placemaking. Linking the amount or intensity of place attachment to the sustainability of a community could be extremely beneficial.

2.2 Placemaking

Placemaking is an intentional effort of a group of people working together to build the experience, quality, identity, or character of a place (Artscape DIY, n.d.). The drivers of transformation tend to be culture, creativity, and image. This type of action can be initiated by different groups of people such as public, private, non-profit, or residents, allowing for a collaborative determination of place. Collaboration occurs due to the fact that there is no one person responsible for the overall quality, character, and identity of a place (Artscape DIY, n.d.). Placemaking can occur as a pop up event, such as a farmers market or performance, or as something more long term or permanent like a public plaza displaying public art or community garden. In either form, an empty space or canvas is transformed through collaboration to further place identity. By altering vacant and unused spaces, the urban fabric can move towards becoming whole again, helping keep communities intact and sustainable.

Different types, motives, and outcomes of placemaking are discussed in the literature. Madureira (2015) examines two placemaking initiatives for the city of Malmo, Sweden with the motive of re-branding in terms of tangible and intangible spheres of manifestation and realization. Blokland (2001) discusses how collective remembering facilitates placemaking and social identification in the neighborhood of Hillesluis in Rotterdam, Neatherlands. Sevin (2011) reveals the ethics behind placemaking and place branding. Dynon (2011) examines if placemaking correctly mirrors a place's identity and image, and the consequences if it does not in the city of Shanghai, China.

Madureira (2015) discusses how planning and urban design, in combination with placemaking, can support "image creation" in a city that is wanting to market themselves differently than the past. The development of two areas within the city, a housing exhibition (Bo01) and a mixed-use district (Norra Sorgenfri), were used as the case study sites. The author's analysis consisted of official plans and documentations, as well as interviews with experts in the field in Malmo. The author's findings stated that the flagship development (i.e. Bo01) is intended to display the vision and future of the city. However, in order for it to be successful, smaller projects (i.e. Norra Sorgenfri) must reinforce the overall image (Madureira, 2015).

Although successful placemaking can sometimes intentionally look unplanned, there must always be an intense consideration of the motives and outcomes. In the case of the findings for Madureira's research, there are two spheres of planning to be considered during these initiatives. The tangible sphere encompasses the built environment (streets, sidewalks, parks, squares) as well as building facades and street-level commerce. The intangible sphere is the "intended function the neighborhood [or place] will have for the city" (p. 160) and who the initiative is for (which public is intended in this place?). In Malmo's case, they planned an eye-catching development for new inhabitants to draw in outside investors and the edgy, mixed-use development intended for current

inhabitants, focusing on their culture and values as well as the architectural features of the city's industrial day.

It is important to note that some placemaking initiatives taken on by planning departments or nonprofits "reflect the entrepreneurial style adopted…in its quest to draw the media's attention to the city and attract investors" (Madureira, 2015, p. 169). In areas that are struggling to rebrand themselves, or transform their image and the perception people have about it, the need for a flagship initiative that clearly states the vision of a neighborhood while being supported by smaller projects is clear. This strategy is not a solution for every city; it is one of many ways to transform an area.

Blokland (2001) addresses the changing social identification of the neighborhood of Hillesluis in the city of Rotterdam, Netherlands through the acts of placemaking and collective remembering. Once a neighborhood of shipbuilders (1900-1960), the elderly residents have had to deal with changing times and a changing place identity. It is important to note that place identity is a dynamic idea, "always a becoming rather than a being" (Blokland, 2001, p. 271). Through lengthy and in depth resident interviews, Blokland addressed the question of how placemaking becomes a shared action and "how, then, do people use the material presence of the past, the bricks and mortar, in processes of social identification?" (Blokland, 2001, p. 271).

Through the author's interviews, two reoccurring themes appeared. The theme of g*ezelligheid*, meaning "'the unity'" or "the sense of 'being together among each other'" (Blokland, 2001, p. 274) and *lagerung*, assuming an equal position between two unfamiliar people through sharing experiences and memories. These two ideas are central to placemaking through collective remembering and the creation of an updated social identity. Blokland transitions through the analysis of her research by explaining first the exclusionary aspects of collective remembering and then how placemaking helps the residents of Hillesluis create a new social identity which begins to include different types of residents from the area.

Looking through the lens of the past, collective remembering provides a platform that creates separation and status stratification between residents. For instance, if you cannot participate in the remembering, you are excluded by the people creating the network, who are involved in the long-term companionship and sociability, and seen as an outsider. Yet, by utilizing local history and mutual story-telling, one can experience familiarity with out intimacy. This captures the themes of g*ezelligheid* and *lagerung*. By remembering similar events, without needing to have been there together or at the same time, residents who view each other as different are able to create a shared social identity by collectively remembering; the process of remembering together. In Hillesluis, the built environment acts as a facilitator of this collective remembering process (Blokland, 2001). Place is not only a spot for social interactions but also a physical representation of memories. They can also serve as a gathering area of residents to come together and create new memories. Feeling open and safe in these gathering places is key, providing an overarching feeling of trust when sharing memories.

Remembering and creating new memories in the place where those memories happened strengthens social connections, turning a blind eye to social distinctions (Blokland, 2001). Collective remembering as a process aids in reconstructing places and recreating their identities. It seems that placemaking through using the brick and mortar of the past as a facilitator for collective remembering, residents are able to reconstruct their neighborhood's social identity to better align with current perceptions, values, and residents. It is important to note that a place that does not exclude different types of people seems ideal, but also can harbor the absence of uniqueness. A question becomes clear through Blokland's research: if the quality and uniqueness of a place makes it stand out, what is a place without its uniqueness? How do we have both inclusion and uniqueness?

Sevin's (2011) discourse encompasses a theory-induced approach to place branding and the ethical issues uncovered through this concept. Place branding is not analogous to placemaking; however, it is one logical next step after placemaking. Therefore, placemaking must occur before

successful place branding can. Sevin (2011) redefines place branding within a communicative action framework, including a two-step model; the first step is effectively placemaking, the second being place branding. The ethical concerns brought to light for placemaking, or domestic communicative action as termed by Sevin, are legitimacy and inclusion (Sevin, 2011). Sevin brings up many valid questions when looking into ethical practices for place branding: “Do the elected officials have the authority to manipulate the image of a place or does it belong to the people? Who should have a voice in this process? How is the public sphere defined? Does branding estrange locals from their hometowns? Is there a need for a ‘Place Branding Code of Conduct? ’” (Sevin, 2011, p. 156). Although Sevin applies his ethical introspective to place branding, all of the concerns raised here also speak to placemaking.

Through different strategies of place branding, the role of communication is consistently highlighted. A successful strategy includes a communicative process that comprises of collaboration in a creation of image. The question of ethics is raised here because many strategies claim communication but in fact only allow the audience to participate passively, asking for feedback only after an image has been created. Sevin (2011) emphasizes here the difference between communication and communicative action.

The idea of communication has evolved, from one-way theories such as selective exposure or two-step flow theory to two-way communication, although these theories do not "explain the interactive and collaborative nature of negotiating meaning” (p. 159), therefore they are still lacking in essential components of communication. The idiosyncrasy between communication and communicative action is in the *action*, which "sharpens the importance of negotiation and deliberation processes" (Sevin, 2011, p. 158). Facets of the communicative action framework include the physical attributes of a place, its functional claims, and its representational claims. Successful place branding should identify tangible and intangible qualities of place that provide physical and functional characteristics that the audience deserves and a display of "norms and values that the audience admires” and embodies (Sevin,

2011, p. 161). However, communicative action is not the perfect solution; there are various ethical crossroads to be addressed in this framework.

The ethical concerns introduced through place branding are the validity of claims, legitimacy, and changing the landscape. First, the validity of claims fall into a few different categories. There are claims that are subjective which might not reflect the community as a whole and there are objective claims “meant to communicate external reality” (p.161) which, as much as we would like, are not always judgement and value free (Sevin, 2011). So, whose claims are the truth and which ones should be included or ignored? Secondly, the legitimacy of actors. Who has the authority to participate in place branding? Who has dominance over the process? The four common actors, public sector, corporations, civil society, and individuals, have varying agendas and values. Whose are more important or more authentic? Inclusivity is emphasized in the overall process, but how do you do so successfully with multiple actors?

Lastly, changing the landscape is included in some definitions of place branding. Changing the perception of a place requires, in the definition at least, the place to change. In this definition, this means that not only the tangible but the intangible (norms and values) need to change with it. “Branding is not solely about the perception of foreign audiences. It is also a means for 'reinforcing local identity and identification of the citizen with their [place]'(Kavaratzis, 2004, p. 70)" (Sevin, 2011, p. 161). This last point about ‘reinforcing local identity’ is paramount and a major goal for placemaking. There should be an emphasis, first and foremost, on ‘reinforcing local identity,’ then, secondarily, changing a foreign audience’s perception.

There seems to be a common thread running through the concept of placemaking and place branding. The concern of legitimately upholding the local identity sometimes conflicts with how political figures want foreign audiences to view their place. The ethical issue of consistency arises between these two spheres (Sevin, 2011). Once there is a proper reinforcement of local identity through placemaking,

the way the place is portrayed to outsiders is telling of a successful and meaningful process. With authentic collaboration between the multiple stakeholders of a place comes consistency, agreement, and a sense of understanding.

In Dynon's (2011) research of the 2010 Shanghai World Expo, he ran into a similar question of consistency between the authentic Shanghai and how the Chinese Communist Party (CCP) was attempting to portray the city to their world audience through promotion and propaganda (Dynon, 2011). China uses a framework of model localities, choosing cities to set examples of certain expectations or achievements for the rest of China. Shanghai was designated the model locality for harmony. This promotion of a "harmonious city" was intensely focused on the residents. *Harmonious* has been called many times "flat" or a way to flatten or homogenize a society. Harmony has sometimes been seen as another word for censorship, eradicating any individuality. Therefore, the narrative that is being told is in fact only being informed by the CCP, lacking consistency with the authentic Shanghai. "These aspects of harmonious city branding appear to have had less to do with impressing international audiences and more to do with the ritualistic shoring-up of domestic consent for a ruling political elite reliant on positive public perceptions about the future for its continued legitimacy" (Dynon, 2011, p. 189).

This model locality could be seen as an experiment for high standards and good behavior in a city which does not possess those, according to the CCP (Dynon, 2011). This alter-reality hopes to transfer meaning not only with communication through its poster propaganda but also through the interactions visitors have with the exemplified space. However, there seems to be a contradiction between how the actual city behaves and the standards presented at the expo. There was much criticism for this, saying that the model locality failed to "live up to the ideals that it exemplifies" (p. 194). Although, in constituting a model locality, it can be looked at through the lens of setting an example for the rest of the city to reach, "to potentially inspire and enact change" (p. 195).

It seems that this place branding of the expo remains an "ideological narrative" that ultimately is concerned with the political legitimacy of the CCP and not the image of Shanghai itself. Although it has been criticized for not faithfully modeling what the city is truly like, others have viewed it as an agent of change, a way to show the domestic audience what their city could become if higher standards of behavior and civility were set and achieved. "The branding significance of the Expo for Shanghai is aspirational in that it tells a story of and attaches an identity to an imagined future" (Dynon, 2011, p. 195).

The common theme throughout the literature on placemaking appears to be the questions of who is controlling the placemaking process, whose values are being portrayed, and what level of legitimacy is there? The motives of placemaking are also important to bring to light during the process. Motives will provide hints of who has control over the process and whose values are being portrayed. The outcomes of placemaking point towards the legitimacy. Successful placemaking should support the authenticity of the place, without being exclusive.

2.2.1 Place

The idea of place has countless meanings across many areas of research, cultures, and scale. Specific to this research, place takes on a combination of physical area, psychological connections, and experiential interactions. Physically, place is an identifiable, dimensional area, even if the boundaries are assuming an equal position between two unfamiliar people through sharing experiences and memories. Psychologically, place is where a person can interact with their community, make connections, and possess the feeling of inclusiveness. Experientially, a place embraces a diversity of activities and commotion and the concentration of people. As William H. Whyte (1980) said “What attracts people most, it would appear, is other people” (p. 19).

Understanding place within a community is very important to the idea of placemaking. In order to complete a successful placemaking initiative, the foundation of place must be fully appreciated. Tuan (1977), in his seminal book *Space and Place* discusses one's experiential perspective on place and how it evokes value. Cilliers and Timmermans (2014) address the connections between space, place, and placemaking. Frumkin (2003) searches for what makes a good place. Gilmore (2013) explores the affinity of culture and art engagement to certain types of places. Through the literature, the idea of "place" with seemingly blurred boundaries starts to become clearer.

Tuan's (1977) essay on the concepts of space and place and their relation to human values touches on three themes: biological facts, the relations of space and place, and the range of experience and knowledge (Tuan, 1977). Relevant to this thesis is his chapter on experiential perception. Tuan defines experience as "a cover-all term for the various modes through which a person knows and constructs a reality" (p. 8). It is a concept that includes sensation, perception and conception with varying intensities of emotion and thought. Experience holds a passive connotation; experience is something a person has undergone or been subjected to. It is not only undergoing such events, but it is the act of learning from those events. In order to experience, it "requires that one venture forth into the unfamiliar and experiment with the elusive and uncertain. To become an expert one must dare to confront the perils of the new" (p. 9).

In regards to thought and emotion within an experience, many believe that one can think or one can feel; that they are opposing ideas, but in fact, they are on a continuum and "both are ways of knowing" (Tuan, 1977, p. 10). So, in what ways do humans know place? Through movement, sight, and touch, a person becomes aware of space. Through experience, a person learns about place. Place is an object with in space, but a special kind of object, and not necessarily a tangible one. Place is a coalescence of value and an object for which a person can dwell. Space provides the ability to move, see

and touch and these actions are affected by objects and places. Therefore, the experience of space varies on the relative location to objects or places.

The planned city is the manifestation of a place's geometric personality. At first, a neighborhood to a new resident is just a space, "a confusion of images" (p. 17). Once the new resident beings to identify specific locations and landmarks, the space becomes a place, a center of value. This obtaining of value does not happen immediately. It is through a person's experienctial perspective for which places aquire value, or don't. "An object or place achieves concrete reality when our experience of it is total, that is, through all these senses as well as with the active and reflective mind" (Tuan, 1977, p. 18).

Cilliers and Timmermans (2014) clearly identify place, space, and placemaking as to lay out their differences and show how they are linked. Their research looks at best practices of turning space into place through creative participatory placemaking. The authors state that "places are spaces with meaning" (p. 414), which gives the impression of the psychological connections and experiential interactions existing within the physical area.

2.2.1.1 Aspects of Place

Cilliers and Timmermans also discuss how successful public places are supported by factors beyond an individual's experience of place. These factors include image, attractions, amenities, flexibility, and access (Cilliers & Timmermans, 2014). Historically, public places shaped the identity of cities or communities, playing a big role in their image to the outside world. A place with diverse attractions will appeal to the diversity of its residents. Amenities provide comfort and support social interactions. It is through these factors that planners can help residents of a community define their place. A place that possesses flexibility is a space that can function year round, without interruption of seasons. Last, access is fundamental to place because without appropriate access, the public would not utilize the space, deeming it unsuccessful and meaningless (Cilliers & Timmermans, 2014).

Frumkin (2003) attempts to uncover a way to understand or measure what places are good and what makes some places better than others. Place takes many different forms and has many different meanings. A good place is not only a physical space, but an emotional atmosphere that brings us back time and time again. The social interactions which occur there also have an impact on how a place is viewed and understood. Place can not only affect behavior but also an individual's health and well-being. People are naturally different and experience place in different ways. People vary in the places they enjoy and linger. A person's background, their socioeconomic status, and cultural heritage also influence how they experience a place. Therefore, since places have varying effects on humans, there is an expectation that some effects would be better than others. Environmental health professionals focus their time and energy on safety, what places to avoid due to dangers (Frumkin, 2003), but what about the desired effect of place on humans? What about what places should we enjoy, visit, and experience?

There are many ways people have attempted to measure or explain what makes a "good place." Deductive inferences, pronouncements, qualitative observational research, empirical studies of stated preferences, and empirical research, the latter being the least explored, mainly because it is difficult to quantify such things as "sense of place." However, there have been empirical studies for which have suggested place-based risk factors (in areas of public health). This could be a good starting point for broader research on effects of a specific place. Frumkin (2003) touches on four aspects of the built environment (nature contact, buildings, public spaces, and urban form) that, if practitioners and research better understood people's interaction and connection with, we might better understand what makes a good place.

It has been shown that nature has its benefits, which is not being argued here. What is being argued is that there needs to be research done on operational definitions of such things as what type of nature and what kind of contact do people need to have in order to experience the benefits (Frumkin, 2003). In depth research would also look at outliers or other independent variables that could influence

the benefit to health. In the end, in order to design a "good place," these types of answers should be found to best guide "good place" creation. Also, how do we build buildings to better benefit public health? There is plenty of research out there on building more efficient homes in the field of environmental sustainability, but what about those similar techniques have benefits for public health? These such ideas should be looked into; there is not enough research on the best ways to build structures that most efficiently benefit our health.

The third aspect of the build environment, public spaces, are for interaction, something that cannot always be found in natural settings or buildings, which allow for more chances to be secluded (Frumkin, 2003). There is still much to be learned about the best park designs or the most walkable neighborhoods. There is some quantitative evidence that suggest that getting people out and about to interact with each other increases the "sense of place." Additionally, the fourth aspect, how cities are planned and have formed has a significant impact on public health. This should be considered a top priority for planners who are looking at the best ways of urban renewal. Certain decisions that are made will affect public health in different ways. This is imperative to focus on in upcoming research. Through understanding how we connect and interact with nature, buildings, public spaces, and urban form, we can better understand how to design and alter a place to have the most benefits, and we can better recognize a good place when we see one.

2.2.1.2 Uniqueness of Place

Gilmore (2013) examines arts and cultural engagement and participation in relation to place. This is in attempt to consider how strategies for the arts either highlight or ignore the "specificities of places, the situated cultural practices and implicit knowledge of localities, their internal logics, histories and structures" (p.86). While participation in art activities in "creative cities" are exemplary cases, the author attempts to look at "the relationship between place, cultural participation and cultural policy" (p.

87) in a city or town for which this title is not given. By researching a "crap town" or an "underdog" locality, one can get a better understanding of this apparent relationship. By considering how cultural strategies either relate, or possibly ignore, the specifics of place, the author hopes to improve the model for arts engagement and audience development.

There has been many different methodologies conducted to collect data on arts participation. Through the New Labour's expansion of aspirations for their cultural policy, such as economic development and social inclusion, there has been a shift towards place-based policy. However, there are no respectable data collection procedures which aim to understand the relationship between participation and place. The lack of these types of frameworks exclude the "non-users" from the evaluation, which overlooks "the activities, experiences and values of the people excluded from this picture of formal culture" (p. 88). The focus remains on age, class, gender, ethnicity, and educational attainment, neglecting "the role and affordances of place … as a determinant to some extent in the propensities of taste, participation, and consumption" (p. 88).

The goal is to rebalance the pattern or arts participation on the basis of place, bringing geography up to par with demographic factors. The places which lack arts participation are called "cold spots" by national data sources. The *Creative People and Places* program aims to influence the "cultural geographies of participation" (p. 89), targeting the national "cold spots." Types of participants have been identified that have a low engagement rate. These types will also be the focus of the program, attempting to "overcome the barriers to access for these segments-- including cost, proximity and awareness-- and appeal to the 'dis-engaged'" (p. 89).

Macclesfield, England, a town with an industrial history, is known to have over 10% of the local workforce that is employed in the creative industries, which is one of the largest in the UK. Also, Macclesfield scores highly in the official indicators of arts participation. Yet, through another study, it was also labeled a "cultural desert." So how does one place become paradoxical as a "creative city" and

also a "cultural desert"? One reason is the lack of asset base in the town. Macclesfield's cultural amenities are within the bottom 30% nationally. Also, with its proximity to Manchester, there is the issue of cultural commuters who are middle class and mobile, creating leakage in the Macclesfield art scene. These studies do a good job of explaining that people may leave town to engage in a cultural or art event, but they lack an explanation for what residents do *in* Macclesfield and the relationship to the strategies and processes, shaping the town and its "sense of place."

The issue with some strategies for placemaking is that they are "often predicated on inequalities and reliant on the mobility of capitals" (p. 89). This excludes people with mobility restrictions and who do not have capital to spare, cultural, social, or economic. "The creative middle classes can move where they want; disadvantaged classes are displaced or forced to move where markets send them" (Harvie, 2011, p. 17).

The configuration of place is "never finished, open-ended, interconnected trajectories which make and re-make place, evidence is located in the 'thrown**together**herness' of place (Massey, 2005)" (Gilmore, 2013, p. 93). Place is made up of a "constellation of elements of natural and social origins which come together in the present" (p. 93). These definitions of place contribute to the local "structure of feeling," as put by Williams (1977) and influenced everyday participation practices, which does not become evident on the radar of the national data collection of "creative cities." Gilmore suggests different strategies of research and forms of knowledge to properly collect and understand different, and important, types of data such as architectural histories, industrial archaeology, and socio-cultural histories that "offer alternative interpretations to the assumptions offered by bald statistics and market segments" (p. 94).

The use of local "structures of feeling" as an additional layer of data in conjunction with statistical data can constructively aid in arts policy creation. "Together they can reveal local, tacit and embodied knowledges which slip under the cordon of the predominant epistemologies of arts

participation to reveal hidden practices and values" (p. 95). The everyday, quite participation can be skewed by the formal participation that does not display the nuances of local contexts of participation. Gilmore makes it clear in her research that national averages and measurements are not always sufficient for the ratings and understanding of every place. We will benefit most from considering the uniqueness of a specific place before enacting policy and assuming a certain status.

2.2.2 Place Attachment

Place attachment is the emotional bond between person and place (Altman & Low, 1992). According to Lewicka (2011), the research community has not always been keyed in to the existence of place attachment. It was about 45 years ago when human geographers started disseminating the difference between abstract space and meaningful space. Definitions of place attachment first surfaced about 35 years ago, and about 25 years since the publication of Altman and Low's formative book *Place Attachment* (1992) (Lewicka, 2011). In the recent decades, the number of publications has greatly increased in this area of study. A literature search of place attachment and related terms conducted in 2011 brings up at least 400 articles published in over 120 journals (Lewicka, 2011). Within 60 percent of the these journals, articles on place attachment first appeared after 2001 and over half within the last nine years (Lewicka, 2011). Although there are many categories and scales within place attachment, the most pertinent to this research is developing and sustaining the bond between person and place.

Scannell and Gifford (2014) explain the development of place attachment in comparison to interpersonal attachment, a bond developed between two people. Seamon (2014) addresses the ways in which this bond is sustained and upheld. Lastly, Bolton (1989) examines how sense of place, which aids in place attachment, is an intangible asset that should not be over looked as providing an economic benefit.

2.2.2.1 Development of Place Attachment

The development of place attachment is similar to the development of interpersonal attachment, the attachment between two people (Giuliani, 2003; Steel, 2000). This includes the features of *proximity-seeking, safe haven, secure base, and separation distress* in connection with attachment relationships (Bowlby, 1982). *Proximity-seeking* can be expressed by multiple and repeated visits, such as the action of vacationers who go back to visit the same place year after year, or by choosing to live in a place based on wanting to be within its proximity. In our increasingly mobile society, people are likely to develop a bond with a place, even if they do not live there. Proximity-seeking is the developmental aspect to the creation of this bond.

The feature of *safe haven* develops when a person that feels threatened retreats to his/her place and gains emotional reprieve (Scannell & Gifford, 2014). This feature is often seen in children: when they are trying to understand their emotions, they retreat to a favorite place to explore those feelings (Korpela, Kyttä, & Hartig, 2002). Types of safe havens and the amount of utilization of safe havens differ within the diverse population but can pretty consistently be seen by groups of people who are marginalized and who receive stressors on a daily basis (Fried, 2000). A place then begins to serve as a *secure base*, the next feature in the attachment development process. This promotes exploration of other places, using the secure place as an anchor (Scannell & Gifford, 2014).

Lastly, people can experience *separation distress* from a place. This experience is when there are changes to place that are perceived to be threatening (Devine-Wright, 2009) or when actual separation occurs from place. This can be seen as the disruption of the bond between people and place. Understanding the development of place attachment can help planners when they are trying to appreciate people's reasons for their attachment to place, or lack of attachment.

2.2.2.2 Sustaining Place Attachment

Once the people-place bond develops, it can be sustained by the dynamisms of the relationship. These sustaining processes are *place interaction, place identity, place release, place realization, place orientation, and place intensification* (Seamon, 2014). *Place interaction* refers to the concepts of "procedural memory" and "place-ballet". It describes the interaction between a person and a place through daily routines. Through interaction, a place becomes a significant part of a person's world. As interaction increases, so does *place identity* (Seamon, 2014). *Place release* is the sustaining process defined by serendipitous encounters, such as bumping unexpectedly into an old friend or coming across an impromptu music performance on the street. *Place realization* is a combination of social aspects and physical amenities dimensions. The partnership of these two dimensions creates *place ambiance* (Seamon, 2014). Place ambiance encompasses unique characteristics in which no other place has due to the combination of social and physical is unto its own.

Place creation is a process in which people are active in place, helping to improve it. When people feel attached to a place, there is the likelihood they will want to help improve it through policy, planning, and design (Alexander, 2012). Planners can and should harvest these positive contributions from residents. *Place intensification,* on the other hand, is a process in which the place is active in shaping human bonds. Through place intensification, we see that even the physical amenities, when improved, can help harness place attachment and create place quality and character (Gieryn, 2002). These processes possess the characteristics of regularity, familiarity, and uniqueness, all which can be utilized to create best practices for planning.

2.2.2.3 Place Attachment as an Economic Asset

Bolton (1989) defines sense of place as "an intangible characteristic, or complex of characteristics, that makes a place attractive to actual and potential residents and influences people's

economic, social and political behavior in observable ways" (Bolton, 1989, p. 1). Bolton examines sense of place through the eyes of an economist, looking for a way to identify activities that create it in order to give it a tangible value. He states that typical economic models ignore this intangible quality, because it is so hard to quantify. But, by leaving such an asset out of an economic model, it presents possible errors. For instance, in a model which uses average population characteristics such as demographics or socioeconomics, if in-migrants and out-migrants have the same or similar population characteristics, the model stays the same (Bolton, 1989). But the model ignores the fact that with people moving out and new people moving into an area, sense of place erodes, which effects people economic behaviors, therefore effecting the model. This error is overlooked. Sense of place may be costly to individuals but through maintaining it, returns are produced.

Bolton's quest was to find a way to quantify or measure sense of place, in order to create an economic model which included this intangible quality. He explains that the relationship between preferences, setting (natural, cultural, historical) and economic behavior is often oversimplified, ignoring the role sense of place plays in effecting economic behavior, and the role preference and setting effects sense of place. The types of returns produced from sense of place are resource saving (time), measure of security (stable expectations, operating in a familiar environment of trust), and a real feeling of pleasure (Bolton, 1989). It is important to note that not everyone is interested in experiencing sense of place. Qualities are created that are not favorable to every resident. Some residents value anonymity, something found in a large city with a high population, which can be diminished by sense of place. However, sense of place is mainly viewed as a positive asset to have in a community, "a location specific asset that cannot be moved out of a community" (p. 16).

Sense of place as an asset is similar to other durable but intangible assets such as goodwill or reputation. It is an asset that creates both returns for the individual and the community. Sense of place is equivalent to other assets recognized by economic theory because (i) it can be created by investment,

giving up real income in the present to receive returns in the future, (ii) it must be maintained which involves temporary sacrifice, and (iii) it produces returns (Bolton, 1989). Sense of place can also be seen as a public good, which points to returns produced that benefit the whole community. Bolton categorizes sense of place as a "special form of knowledge or information" (p. 19), both which save people time and money as well as produces satisfaction.

After identifying sense of place as an asset, the natural next step for Bolton was to create a way to quantify it. Bolton refers to Kevin Lynch's mental mapping discussed in his seminal book *The Image of a City* (1960). Lynch, a planner, suggests that the way people view their physical surroundings affect legibility. Briefly, the characteristics outlined by Lynch are paths, edges, districts, nodes, and landmarks (Lynch, 1960). Bolton proposes utilizing these characteristics of resident's mental maps as proxies for sense of place. The scoring of these maps, which would produce a quantity, focus on accuracy of a mental map to the reality of a place and consistency between residents' maps. Areas with mental maps that possessed strong accuracy and strong consistency could imply a strong sense of place. An area with a strong sense of place, Bolton hypothesize, could affect the economic behaviors such as wage and migration, retail consumption, and political activity. This is an asset that should no longer be ignored.

Bolton is warned by previous scholars such as Relph (1981) and James (1909) that the danger of creating an economic model is that the model oversimplifies and smooths over the individuality of a place, in order for it to be applied to all places. Relph states, "Generalization and abstraction of [a place's] primary features can be achieved only at the expense of their distinctiveness and unique qualities" (Relph, 1981, p. 174). However, Bolton persists, declaring that the risk is worth taking. Sense of place is an important asset for a place to have. "If, as suggested by many, it is becoming scarcer over time, then its relative price – its rewards—will rise" (Bolton, 1989, p. 47).

2.2.3 Participation and Community Involvement

According to Dale and Sparkes (2011), the success of a sustainable community depends most heavily on community involvement and participation. The will to participate within a community can be partially a result of individual agency. In this context, individual agency "is the actions of individuals and groups that as individual actions, leadership and drivers of change in communities" (Dale & Sparkes, 2011, p. 476). Participation and community involvement are essential for placemaking initiatives (Cilliers & Timmermans, 2014). With the community's input, space can be transformed in to place, attaching social relationships and meaning to the already physical aspect of place (Cilliers & Timmermans, 2014). A sustainable community partakes in the creation of meaning and function in space.

Research in participation branches out in different ways. Portney & Berry (2010) look at participation at community level and how that effects their commitment to sustainability. Rappaport, Alegria, Mulvaney-Day, & Boyle (2008) investigate the guiding principles of individuals looking to develop partnerships and invoke change. In the research of Dale and Sparkes (2011), the idea of agency is a central concept. People within the community who seize agency are nodes that weave a community together. Collectively, these papers reveal the levels of public participation needed at the intersection of placemaking and sustainable communities.

Portney and Berry (2010) investigate the correlation between public participation and sustainability policies. "As a city picks among various sustainability polices, how are its choices linked to popular participation" (Portney & Berry, 2010, p. 3)? The authors utilize the Social Capital Benchmark Survey from 2000, which sampled 41 communities around the U.S. in order to summarize findings that could be generalized across cities. These cities were divided into one of three groups depending on the number of sustainability programs implemented. Portney and Berry focused on nine different measures of participation including whether the survey respondent voted that year, attended a political meeting or rally in the last 12 months, or worked on a community project. The authors found that cities that

have a greater commitment to sustainability (i.e. have 18 or more implemented sustainability policies) tend to be more participatory places in terms of non-electoral activities, such as signing a petition, belonging to groups for local action, demonstrations, or neighborhood associations.

In order to drive sustainable initiatives, a government must have residents' backing and cooperation. It is important to note that the undermining of sustainable progress can also come in the form of participation, if the louder voice is against or unrelated to sustainability. It would be beneficial for future research to address the types of roles different nonprofits or advocacy groups play in catalyzing community support for sustainability. Through the rationale of Portney and Berry, with the increased participation in placemaking events by residents, there is greater possibility of a given community becoming a sustainable community.

In their research, Rappaport et al. (2008) looked to identify the principles and strategies that individuals use to build alliances and partnerships within their community to summon change (p. 700). Their research took place over four years within an urban public school system that was focused on creating interventions for improving the functioning of immigrant students within their behavior and academics. They assess the school committee's Community-Based Participatory Research (CBPR) methods in creating needed interventions. The authors found the guiding principles at the individual level within the committee to be secure attachment, authentic self, and learned optimism (Rappaport et al., 2008). Individuals who internalize these principles become a better participator and an overall better community member.

The most relevant of the principles in relation to place attachment is the idea of secure attachment, although all the principles are interconnected. Through the feeling of secure attachment, a sense of agency is promoted within individuals. This allows them to take risks, assume accountability, and to be self-reflective. Successful attachment and furthermore, participation, depends on empathic interactions, encouragement of self-reflection, honesty about motives and tensions, and persistence. By

cultivating or sustaining attachment, individual agency can increase, which will more easily promote change and improvement within a community.

During their investigation, Dale and Sparkes (2011) look for the relationship between human agency, social capital, and sustainable community development. Their 2011 research builds on a previous case study (Dale & Sparkes, 2003) on how a Canadian sustainable community was able to collaborate and mobilize in order to preserve their community from developers. The research method included interviewing individuals via snowball sampling who are known to have the quality of agency. Their findings suggest that there is a correlation between a community member's individual agency, a community's ability to create social capital, and its accomplishment in activating sustainable development initiatives or preserving sustainability values.

Through protecting community values, individuals can build a strong sense of place. These values can be achieved by community change through collective interest or by protecting their meaning of place through individual agency (p. 486). Dale and Sparkes state that through creating a sense of place with placemaking, community members will be more willing to protect their community values and increase their participation in bettering their community. This idea of protecting community values through placemaking and participation can help progress a community towards becoming sustainable.

From the examination of these articles on participation, the research demonstrates that there are multiple scales to analyze participation levels within a community. We have learned that participation needs to begin through an individual with secure attachment, authentic self, and learned optimism. Furthermore, cities that tend to be more participatory through non-electoral avenues gravitated towards being more sustainable. In conclusion, participation at an individual level and a community level are important aspects to the intersection of placemaking and sustainable communities.

2.3 Integration of Concepts

Place is the foundation of sustainable communities and central to this research. Although it has countless meanings, it can be narrowed down to the definition that relates specifically to the context of this research. The attributes that define place are physical boundaries, psychological connections, and experiential interactions. People's perspective through their interactions with place help in structuring their bond to that place and their sense of belonging. Image, attraction, amenities, flexibility, and access are factors that support a successful and welcoming place, helping to turn a space into place.

In terms of specifying the attribute of physical boundaries, sustainable communities provide a contextual boundary for which to focus. Sustainable communities and sustainable development encompass a healthy environment, social wellbeing, and economic security. This type of community and development depends on participation and involvement from residents and multiple stakeholders. Individuals who possess agency help promote a strong sense of place through helping to protect community values. Developing metrics to measure existing conditions of a sustainable community will help in the success of that community, giving it a clear understanding of what needs to improve. What is important is the process that a community goes through to designate such metrics, as every community will decide on different values that are important to them.

Place attachment, the emotional bond between person and place, serves as the psychological connection in relation to place. This connection to place develops much in the same way two people connect. Through the principles of proximity seeking, safe haven, secure base, and separation distress, an individual discovers his or her bond to a particular place. This bond is sustained through different types of relationships and interactions, either with other people or with the physical space. Place creation is one of those relationships that is most important to this research. This principle is described as people actively engage in a place to improve upon it, utilizing their agency. The economic benefits from place attachment and sense of place can be integral to wholly understanding this concept.

The experiential interactions present are the involvement and participation of community members. This type of involvement unveils social relationships and meanings attached to a physical space. Building partnerships between community members help to evoke change. Secure attachment, a principle seen in participatory residents, point to individual agency which allows the assumption of accountability and self-reflection. Communities that are more committed to sustainability tend to be more participatory (Portney & Berry, 2010), happening on both the individual level and community level for successful and well-rounded outcomes.

The culmination of physical boundaries, psychological connections and experiential interaction is placemaking, a collaborative effort between all types of invested and interested stakeholders, in creating a space with meaning. Some of the drivers of transformation used in placemaking initiatives are culture, creativity, image, and collective remembering. Smaller projects are in need to support and reinforce the overall image of a neighborhood or city. Although process is an integral part to placemaking, consideration of motives and outcomes must be addressed. Top down placemaking should be careful to properly represent the ideas, values, and culture of the residents. Placemaking can help pull residents together to improve or strengthen the community through common values.

In closing, there are questions that are still unanswered revolving around the themes presented. It would be interesting to see if there is a certain kind of placemaking that seems to be the most effective in building community and evoking change within residents, creating place attachment. Can placemaking be used to shed light on the unique qualities of a community for those who do not yet see them? Also, would placemaking events draw attention to underserved communities that have been ignored or disinvested in, allowing for people in places of power to see the value that these communities bring to the overall city or region? Lastly, if such placemaking initiatives become popular, attended and enjoyed by a majority of non-residents, how does the organizer keep the event

community-minded and not lose residents' interest, input, and support? With my research, I hope to shed light on some of these questions through my own findings during my case study.

CHAPTER 3
CASE STUDY: EAST SIDE OF CLEVELAND, OHIO

3.1 Demographics

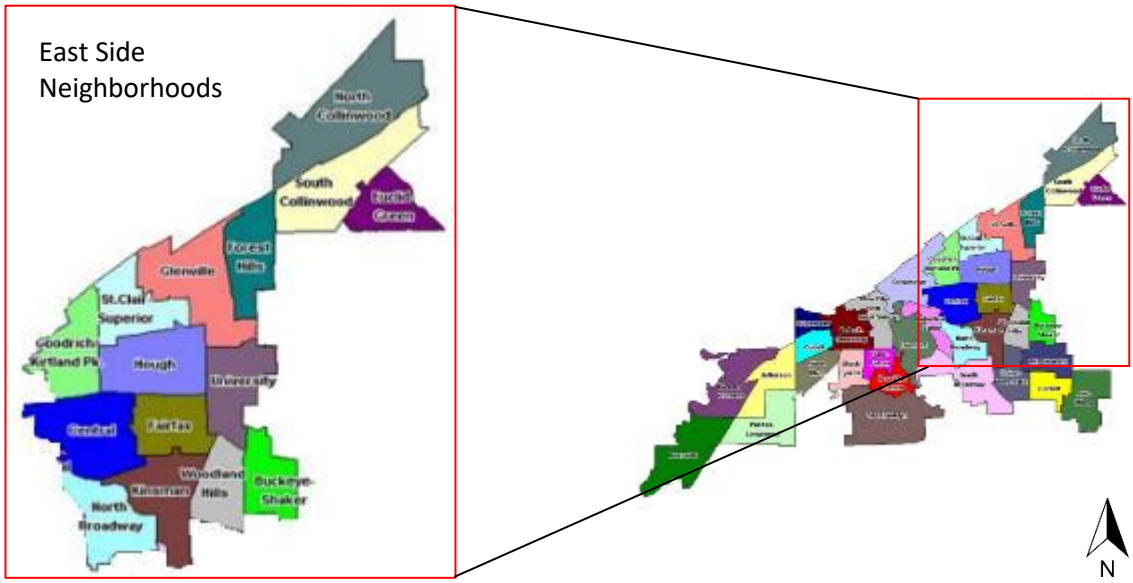


Figure 1: Map of Cleveland Neighborhoods (Source: Neighborhood Link)

The City of Cleveland, Ohio consists of 37 neighborhoods (Figure 1). For this research, the focus will be on the east side neighborhoods, of which there are 15 (See Figure 1 subset). The neighborhoods are Goodrich/Kirtland Park, St. Clair-Superior, Glenville, Forest Hills, North Collinwood, South Collinwood, Euclid Green, Hough, Central, Fairfax, University, North Broadway, Kinsman, Woodland Hills, and Buckeye-Shaker. Originally, the research was focused on the singular neighborhood of St. Clair-Superior but it was quickly realized that the east side neighborhoods share very similar characteristics, showing a clear divide from the west side neighborhoods. In order to understand this divide of east side-west side neighborhoods, below are maps created by the Cleveland State University College of Urban Affairs, which show the clear split in growth and demographics. As portrayed by Figure 2 and Figure 3, overall the east side neighborhoods of Cleveland have been experiencing decline in population and an

increase in vacancy rates. In Figure 4, it is apparent that there is a racial split between the east side and west side neighborhoods as well.

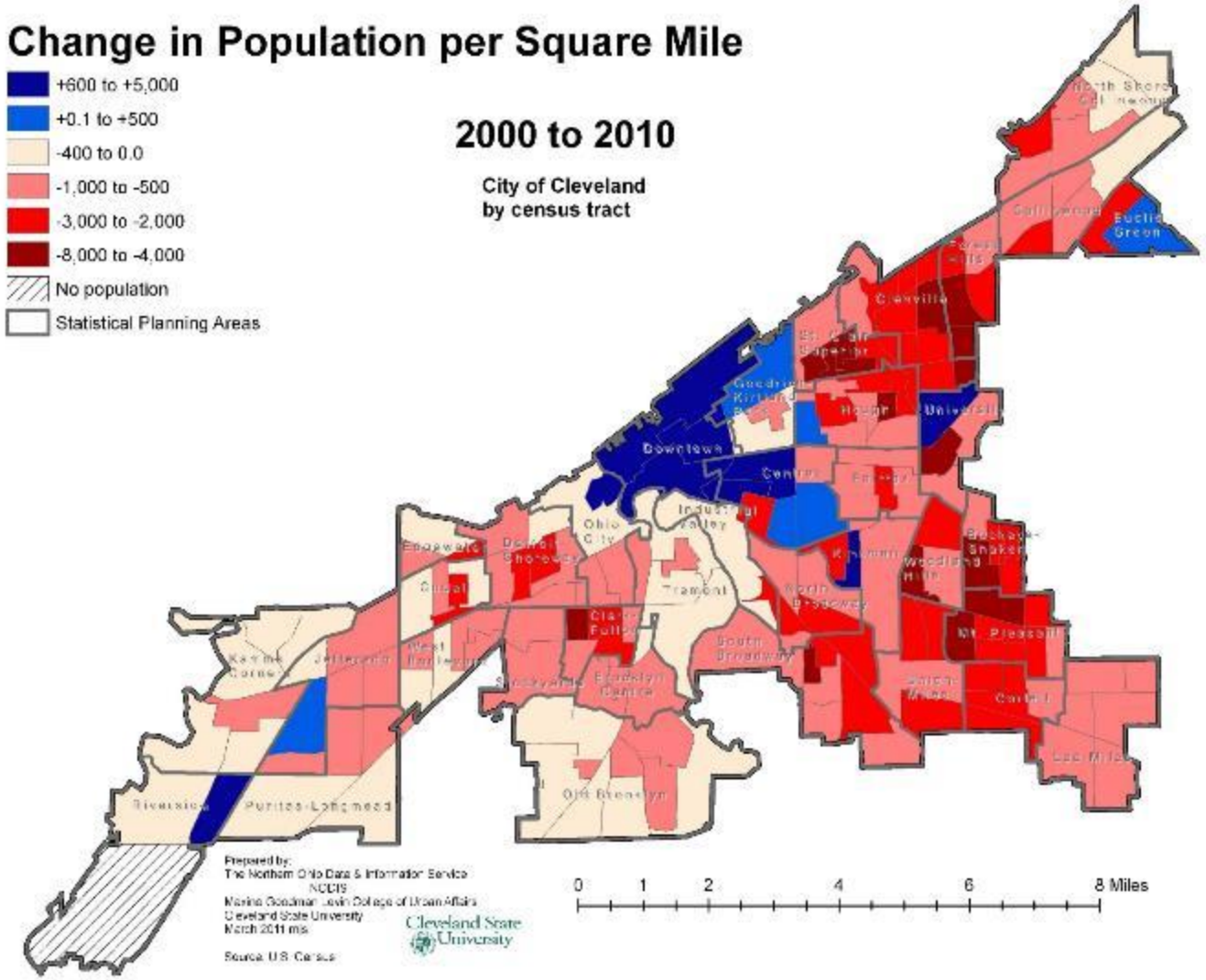


Figure 2: Change in Population per Square Mile (Source: Cleveland State University)

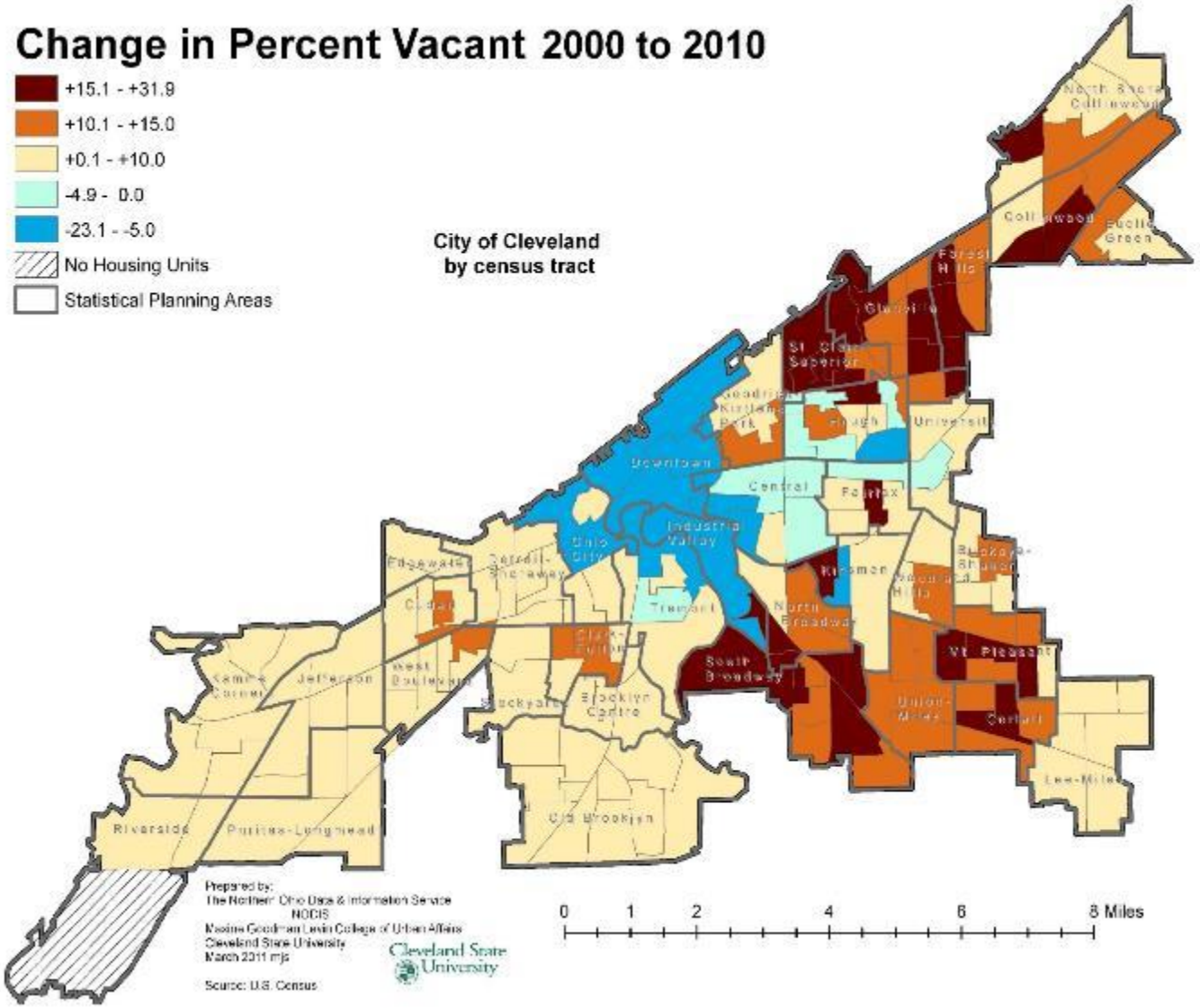


Figure 3: Change in Percent Vacant 2000 to 2010 (Source: Cleveland State University)

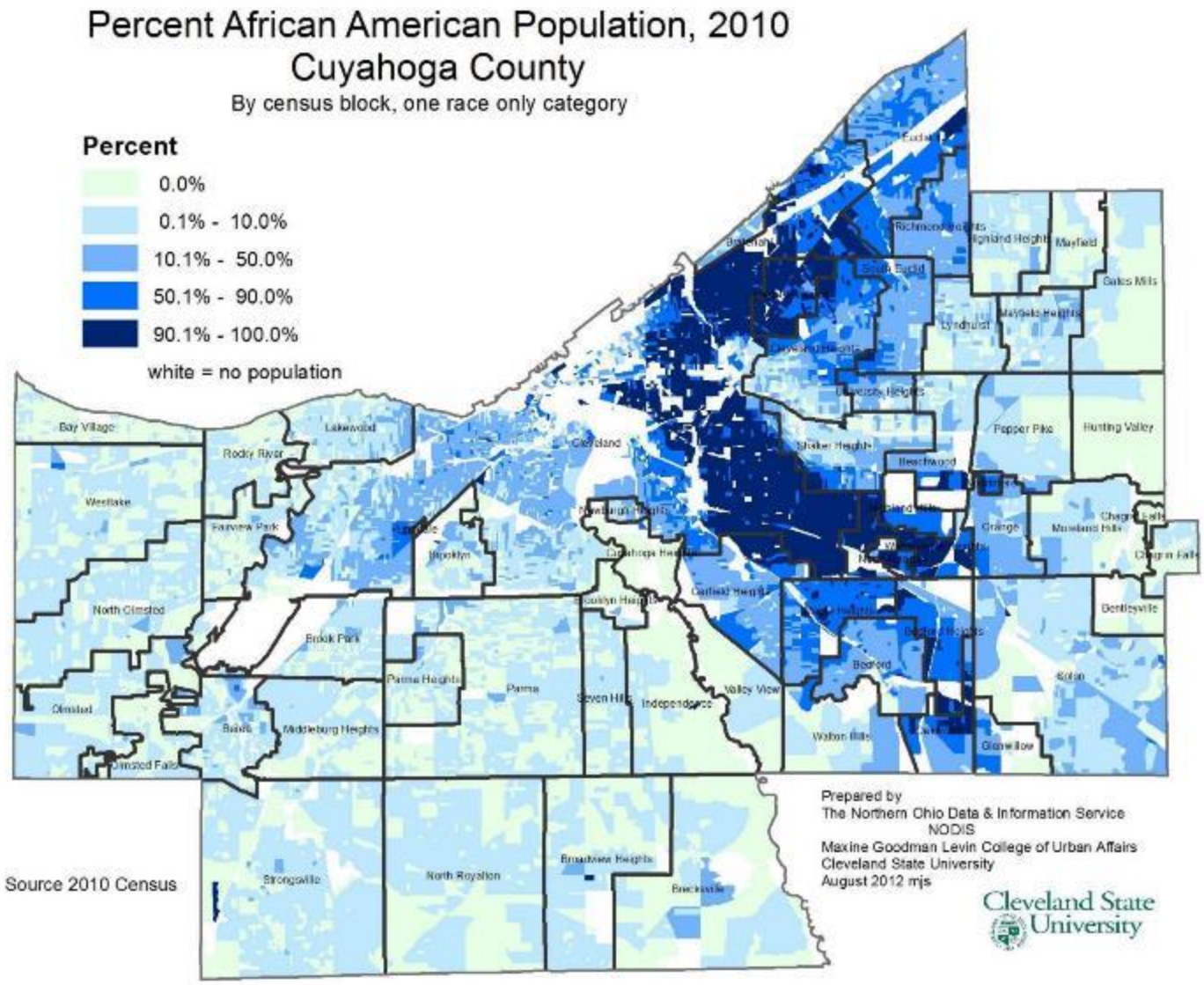


Figure 4: Percent African American Population, 2010, Cuyahoga County (Source: Cleveland State University)

In order to best collect demographics on the east side neighborhoods, the Statistical Planning Areas (SPA) which are designated by the City of Cleveland were used in order to systematically assemble data (Figure 5). By comparing Figure 1 and Figure 5, one can see that the traditional neighborhoods and SPAs are extremely similar in their boundaries. The boundaries of the neighborhoods and SPAs are two different ways of looking at communities. Neighborhoods are seen and understood largely by the community members and residents. The word *neighborhood* is a tricky and ambiguous term. The National Commission on Neighborhoods states, "Each neighborhood is what the inhabitants think it is" (1979), therefore dubbing the definition of a neighborhood to change based on who you ask and their personal perspective. For the sake of setting a general boundary for the term neighborhood as it relates to Cleveland and this research, the boundaries of SPAs are used. The SPAs are how planners designate areas in order to gather data and implement initiatives. The SPA are aggregations of census tracts. There are 14 SPAs that cover the same area as the 15 neighborhoods. Demographic data collected through the 2010 U.S. Census Five Year American Community Survey and the City of Cleveland Planning Commission gives a comprehensive look at the east side neighborhoods.

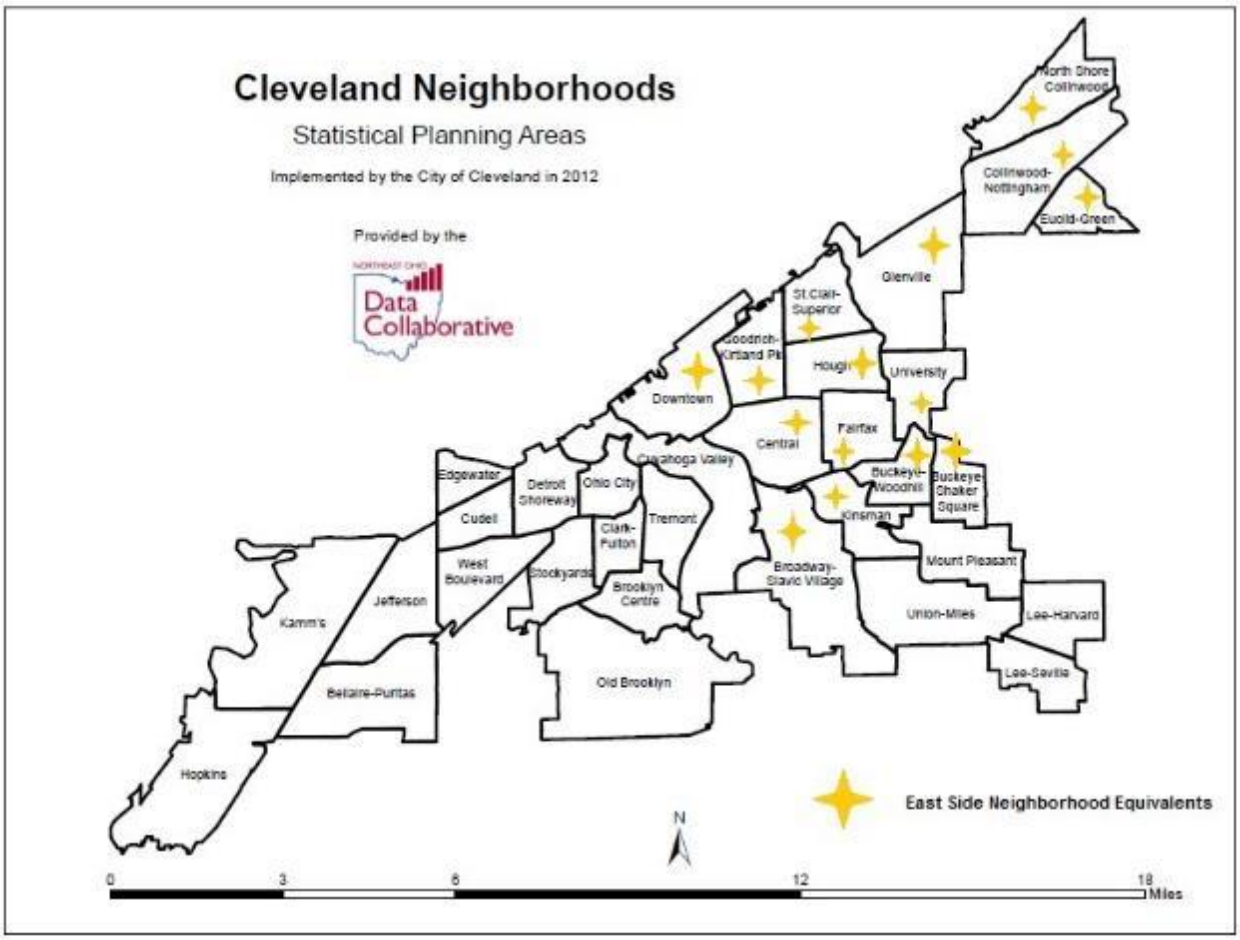


Figure 5: City of Cleveland Statistical Planning Areas (SPA) with East Side Neighborhood Equivalents (Source: Northeast Ohio Data Collaborative)

The east side SPAs have a total population of 157,711. The racial makeup of the case study area consists of 78% Black, 16.25% White, and small percentages of Asian, Latino, American Indian, Two Races, and Other (Figure 6).

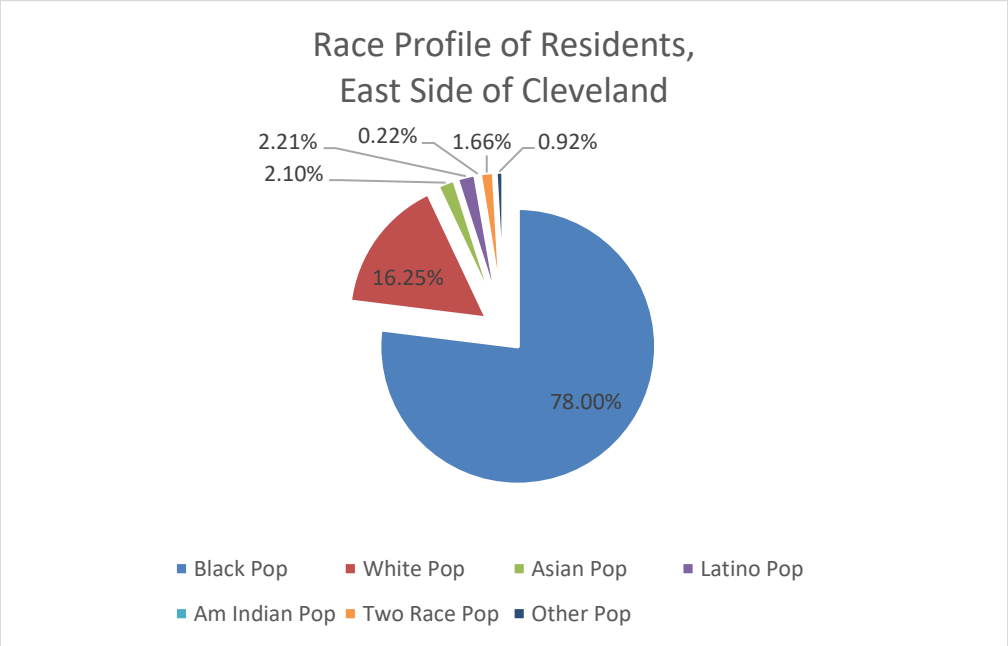


Figure 6: Race Profile of East Side of Cleveland Residents

Of the total number of residents, 22.84% are unemployed and 56.8% participate in the labor force. Labor force participation indicates residents that are employed as well as residents who are unemployed but actively looking for employment. The poverty rate of the case study area stands at 38.93%. The U.S Census data, provides the median household income of each SPA. The median of the median household incomes is $21,258 and the mean of the median household incomes is $21,313, with the minimum at $9,418 and the maximum at $33,948 (Figure 7).

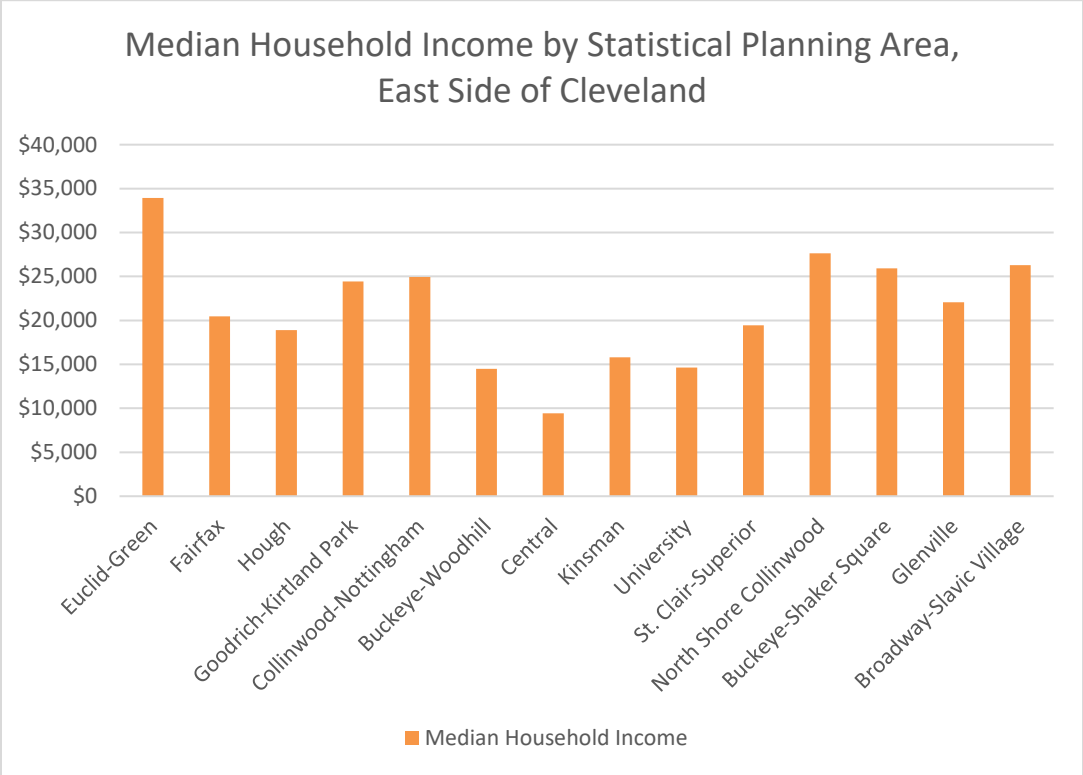


Figure 7: Median Household Income by Statistical Planning Area for the East Side of Cleveland

The educational attainment of the residents vary greatly, with a majority of them holding a high school degree, followed by some college and some high school (Figure 8).

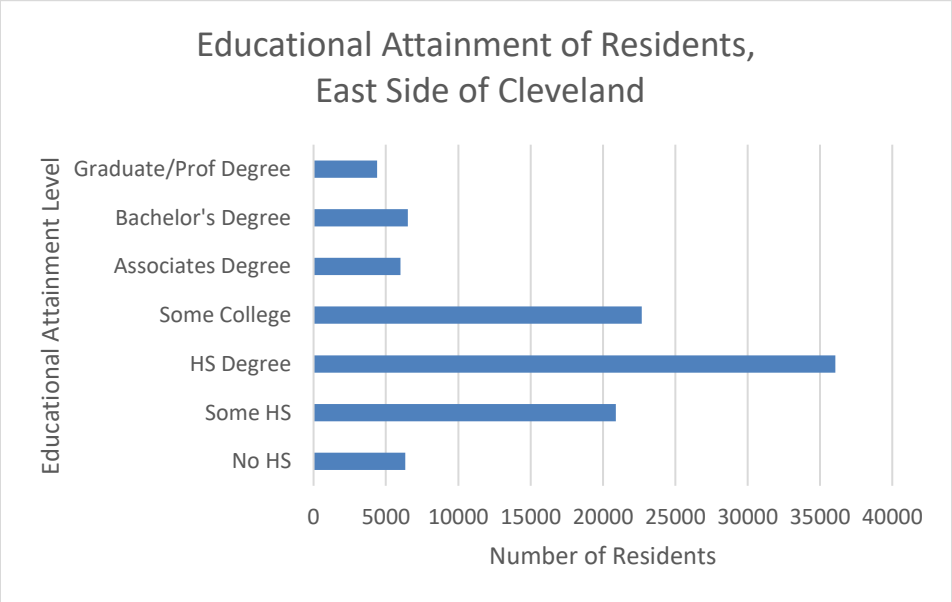


Figure 8: Educational Attainment of Residents of the East Side of Cleveland

As presented earlier by the Cleveland State University maps (Figure 2 and Figure 3), the east side has experienced a decrease in population which could possibly have led to the increase in vacant properties. The east side has a total of 88,255 household units. Of these units, 23.89% are vacant (Figure 9). So even with an increase in vacancy, three fourths of the households are still occupied.

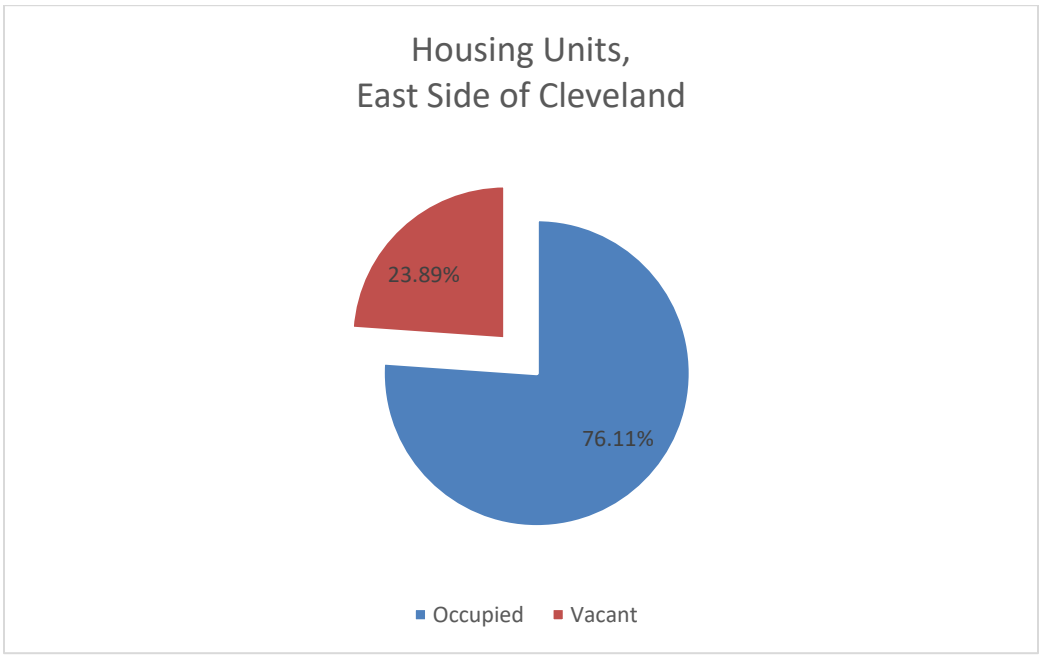


Figure 9: Housing Units of the East Side of Cleveland, Occupied or Vacant

Lastly, data was collected on transportation modes to work for the residents of the east side SPAs. Although 21,180 households do not have a vehicle available for use, the most common way to get to work was to drive (Figure 10). The second most common transportation mode to work was public transit, and third was walking to work.

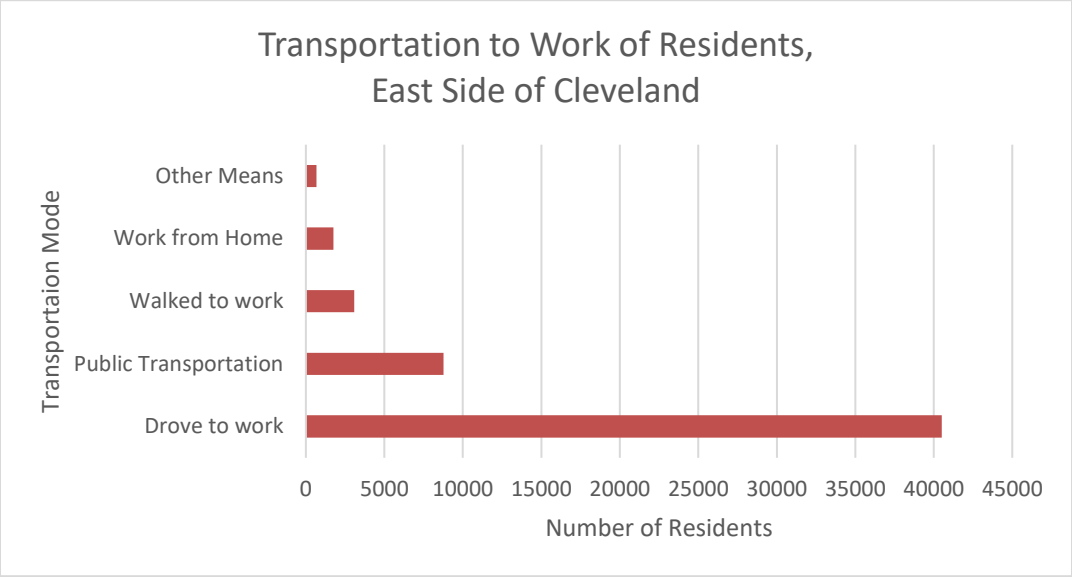


Figure 10: Transportation of Residents to Work for East Side of Cleveland

3.2 Placemaking Initiatives

Throughout the spring and summer of 2016, on the East side of Cleveland, three prominent place making initiatives took place (Table 1: Placemaking Events (Secondary Data)Table 1). At these events, I surveyed attendees to gather their perspective and impression of the events on the neighborhood and residents.

Table 1: Placemaking Events (Secondary Data)

Placemaking Event	Theme	Schedule	Number of Attendees
The Cleveland Flea	A market where local entrepreneurs can sell their products	7 events, second Saturdays from April to October	35,000
Cleveland Asian Festival	Celebrating Asian culture including food, dance, and art	Once a year, weekend before Memorial Day	48,000 over two days
Night Market Cleveland	Celebrating Asian culture and attempting to attract residents out on the streets at night	6 events, last Friday of each month, April-September	15,000 per event

3.2.1 The Cleveland Flea

The Cleveland Flea ("The Flea") has been operating since 2013, with a total of seven events held each year on a monthly basis. The Flea is held at a vacant lot on the corner of E. 36th and Superior Avenue, in the neighborhood of Goodrich-Kirkland Park (Figure 11). This event supports 170+ Northeast Ohio vendors (Figure 12) with 35,000 attendees (The Cleveland Flea, 2016). Its mission is to provide a unique space for local merchants to sell their goods and showcase their talents. Attendees were surveyed at two of their events: April 16, 2016 and June 18, 2016.

Figure 11: The Cleveland Flea from above (Source: Fresh Water Cleveland, 2014)

Figure 12: Advertisement of vendors at the Cleveland Flea (Source: The Cleveland Flea, 2016)

3.2.2 The Cleveland Asian Festival

The Cleveland Asian Festival is in its seventh year of operation and is held over two days at the end of May. There were about 48,000 attendees over the two day festival in 2016 who spent about $3 million at the event (The Cleveland Asian Festival, 2016). The event takes place on Payne Avenue between E. 30th and E. 27th Street, in the Goodrich-Kirkland Park neighborhood (Figure 13). The mission of the festival is to promote Asian culture (Figure 14) and highlight Asian Town businesses and the neighborhood. Attendees were surveyed on both days of the event: May 21 and 22, 2016.

Figure 13: The Cleveland Asian Festival (Source: The Cleveland Asian Festival, 2016)

Figure 14: Performance at the Cleveland Asian Festival (Source: The Plain Dealer, 2016)

3.2.3 Night Market Cleveland

Night Market Cleveland hosts 105 local vendors at their location at Rockwell Avenue and E. 21st Street, in Downtown Cleveland (Figure 15). The market's mission is to "highlight the cultural diversity of Cleveland's neighborhoods, as well as create a market place to highlight the amazing local talent that the neighborhoods have to offer" (Night Market Cleveland, 2016). They deem themselves "authentically Asian and uniquely Cleveland." The market is modeled after

traditional Asian markets that are held at night (Figure 16). Attendees were surveyed at their first event of the year: June 24th, 2016.

Figure 15: Dusk at Night Market Cleveland (Source: Night Market Cleveland, 2016)

Figure 16: Vendors at Night Market Cleveland (Source: Night Market Cleveland, 2016)

CHAPTER 4
RESEARCH METHODS

4.1 Assessing Existing Conditions: Secondary Data

Secondary data on existing conditions of the neighborhoods were collected to form a baseline profile. This data was collected through public record and the U.S. Census. Individual neighborhood census profiles were found on the City of Cleveland Planning website and synthesized to create an East Side profile. The information provided by the neighborhood profiles are:

- Population
- Race of residents
- Unemployment rate
- Poverty rate
- Median and mean median household income
- Educational attainment
- Housing units, occupied or vacant
- Transportation to work

Maps produced by Cleveland State University College of Urban Affairs were utilized to display a change in population across the city of Cleveland (from 2000 to 2010), a change in percent vacancy across the city of Cleveland (from 2000 to 2010), and percent African American population across the city of Cleveland and in Cuyahoga County in 2010. These maps are also used to show differences seen between the east side and west side neighborhoods of Cleveland, justifying the case study selection.

4.2 Assessing Public Perspective: Primary Data

Surveys were collected through a combination of cluster and convenience sampling. When sampling through a cluster model, “a group of population elements constitutes the sampling unit, instead of a single element of the population” (Ahmed, 2009, p. 2). What this

means is that the sample population was not pulled from the general population, they were sampled from predetermined groups, or clusters. Within cluster sampling there are Primary Sampling Units (PSUs) and Secondary Sampling Units (SSUs). For this research, the PSUs are the placemaking initiatives and the SSUs are the attendees. I used a two-stage cluster sample (Ahmed, 2009) in which the first stage is selecting the clusters (PSUs), or the placemaking initiatives. The second stage is selecting the elements (SSUs), or the attendees, through convenience sampling. For best results, consistency, and in order to provide the opportunity to perform comparisons between the place making initiatives, I engaged 30 participants from each initiative. This sampling technique allowed for efficiency in cost and feasibility, the use of readily available clusters, and less time for implementation (Ahmed, 2009).

In order to better understand the attributes of place, I employed the Place Diagram (Figure 17), developed by Project for Public Spaces to display the qualities, attributes, and measurements to evaluate a place. Through understanding these elements, I was able to ask specific survey questions that get at the level of detailed information on the placemaking initiatives and the attendees' opinion and impressions about how the initiative relates to sustainable communities and community participation.

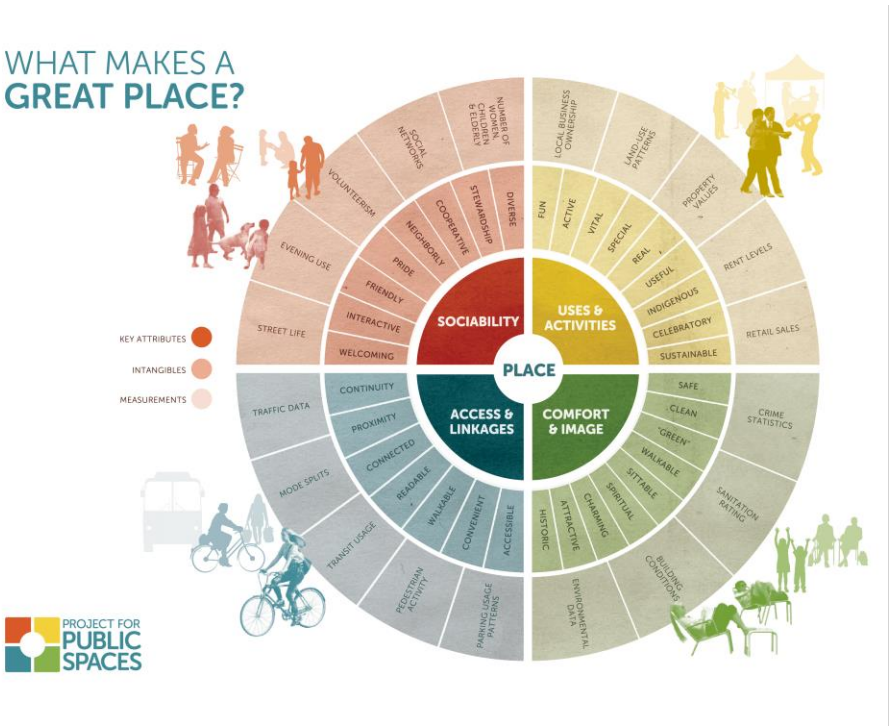


Figure 17: The Place Diagram (Source: Project for Public Spaces, n.d.)

Below are the survey questions on intangible qualities that make place, based on The Place Diagram, and questions on qualities of which sustainable communities possess (The survey has been approved by the Institutional Review Board (IRB) at the University of Massachusetts, Amherst, Appendix C):

- Do you consider this place home? Please explain
- If you live in this neighborhood, do you feel proud of your neighborhood for hosting this event? What about the event makes you feel this way?
- If you do not live in this neighborhood, do you wish that your neighborhood hosted similar events? What makes you feel this way?
- How would you describe this neighborhood and its residents? (one or two phrases please)
- What do you think the event is trying to achieve for the neighborhood?
- Do you feel this event has a positive impact on the neighborhood? Please explain
- Do you feel welcomed and included in the event? What aspects of the event influence you to feel this way?
- Has your impression of the neighborhood and its residents changed from attending this event? Please explain

- After attending this event, what is the likelihood that you will return to this neighborhood for other purposes? Please explain why

I have also included demographic questions such as age, ethnicity, gender, and zip code (See Appendix B for survey).

I administered surveys as well as gathered data from three placemaking initiatives between the months of April and July: the Cleveland Flea, the Cleveland Asian Festival, and Night Market Cleveland. These initiatives take place in neighborhoods on the east side of Cleveland. In total, these events support up to 300,000 attendees a year, as estimated by accounts from local news reports and communications with event organizers.

Surveys were administered at each placemaking event. Due to the reoccurrence of some of the events (i.e. an event that is hosted once a month), I gathered a total of 91 surveys between April and July 2016. Recruitment of attendees was based on the public's willingness to participate. At the initiatives, I walked around with paper surveys on clipboards or had a table set up at the event, asking people walking by to take the survey. The survey took about 10 minutes for a respondent, making it a reasonable task for attendees who were there to enjoy the event.

Through this survey, I am hoping to discover, first and foremost, if the placemaking initiatives are contributing towards the sustainable planning of communities. Secondly, I hope to discover the contributing attributes, or possibly the attributes that are deterring such contribution. I hope to find evidence of community participation and accurate cultural representation through the placemaking initiative. If there are answers that describe discontent with the initiatives, I hope to discover the reasoning behind the discontent.

The information gathered through the surveys will not only be the integral part of my research but they are also meant to contribute to SCSDC's goals, giving the nonprofit a better

understanding of how the placemaking initiatives are viewed by the public. With this, there is the possibly for improvement of such events or the creation of new, appropriate events.

The event coordinators have seen and provided feedback on my surveys so questions that asked are mutually beneficial. The responses will not only aid in the direct goals of this research, but they will also provide the event coordinators with constructive feedback on their event. Unfortunately, I did not have the time or resources to do a preliminary test of my survey on people in the community of which I will be looking at. However, I did vet the flow and survey questions through my peers at UMass Amherst.

4.3 Placemaking Initiatives: Secondary Data

In addition to the surveys administered at the placemaking initiatives, secondary data on the placemaking events was compiled. This provided an event profile to accompany the survey results. Below are the secondary data gathered for each event:

- Estimate of number of people in attendance
- Economic impact of events, if available
- Number of vendors at event
- Neighborhood where event was held

This information was gathered from local news reports, the event websites, and press releases.

4.4 Limitations

The limitations to this research fall under three spheres: methods, data collection, and potential personal bias. The main purpose behind choosing cluster and convenience sampling method is due to cost and time restraints. As a team of one, I was the only surveyor able to cover each placemaking initiative. Also, my thesis timeline was constrained by the length of my graduate program. I am aware of the disadvantages of cluster and convenience sampling, such as that it may not reflect the diversity of the community or the information provided through

the surveys may be redundant (Ahmed, 2009). However, this type of sampling is the most feasible for what I am looking to accomplish.

During data collection, I accomplished my goal of obtaining 30 surveys from each type of event, however, due to the nature of the scheduling unique to each event, the total survey sum was arrived at through different means. For instance, I collected 15 surveys from the April Cleveland Flea and 15 surveys from the June Cleveland Flea, 15 surveys from day 1 of the Asian Festival (Saturday, May 21, 2016), 16 surveys from day 2 of the Asian Festival (Sunday, May 22, 2016), and 30 surveys from the June Night Market Cleveland. This should not have any effect on my analysis of information collected from the surveys, but it is worth noting. Due to the outside nature of the placemaking initiatives, I was bound to run into weather issues during my surveying period. I was scheduled to survey at the Cleveland Flea on May 14, 2016. This event was canceled due to poor weather. I did not reschedule a survey time because I was able to get a total of 30 surveys between the two other Cleveland Flea events in April and June.

Lastly, I am from Cleveland, Ohio and I am extremely proud of this fact. The foundation of this thesis began with a simple feeling: my love and pride for my city and community. I started to wonder about these feelings: how they developed, how they grew stronger each day I spent there, and how I, as a future planner, could cultivate or strengthen these feelings in others. During the summer of 2015, I had the opportunity to tie my city pride and planning skills together through a placemaking project in the St. Clair-Superior neighborhood. This opened my eyes to the amazing initiatives and work going on in this neighborhood and other east side neighborhoods. After interacting with residents and local organizations throughout the summer, I gained an appreciation for what the neighborhood is trying to become and recognized the same feelings I have been experiencing in the resident and stakeholders of this neighborhood.

With this background, I recognize a potential bias, my sense of pride for Cleveland, and will attempt, to the best of my ability, to be objective and nonpartisan. However, because of my relationship with this community, I believe that I will be able to provide a unique understanding of the data collected along with a fierce dedication of providing useful information. I want to be able to provide information to the community leaders on relationships between placemaking initiatives attributes and sustainable planning with this research. To this end, I will produce a report for the community leaders on the placemaking qualities that guide the planning of successful placemaking initiatives, and insights on community participation within these initiatives.

CHAPTER 5
ANALYSIS

5.1 General Findings and Descriptive Statistics

Thirty participants each were surveyed from the Cleveland Flea and Night Market Cleveland and 31 participants were surveyed from the Cleveland Asian Festival, making a total of 91 respondents. Of these 91 respondents, 40 were male and 51 were female (See Table 2 for a gender break down from each event). The average age of the respondents was 39, however there was representation from each of the generations (Gen Z: up to 20, Millennials: 21-39, Gen X: 40-51, Baby Boomers: 52-70, Silent: 71 and older. See Figure 18). Furthermore, participants were categorized into generational ranges for two reasons: it may be interesting to compare the perspectives between different generations in further research and it was important to get a sense that the responses incorporated people from each generation due to their different needs, wants, and values.

Table 2: Gender Distribution for Each Event

FLEA Gender	CAF Gender	NMC Gender
Male: 15 Female: 16	Male: 16 Female: 14	Male: 9 Female: 21

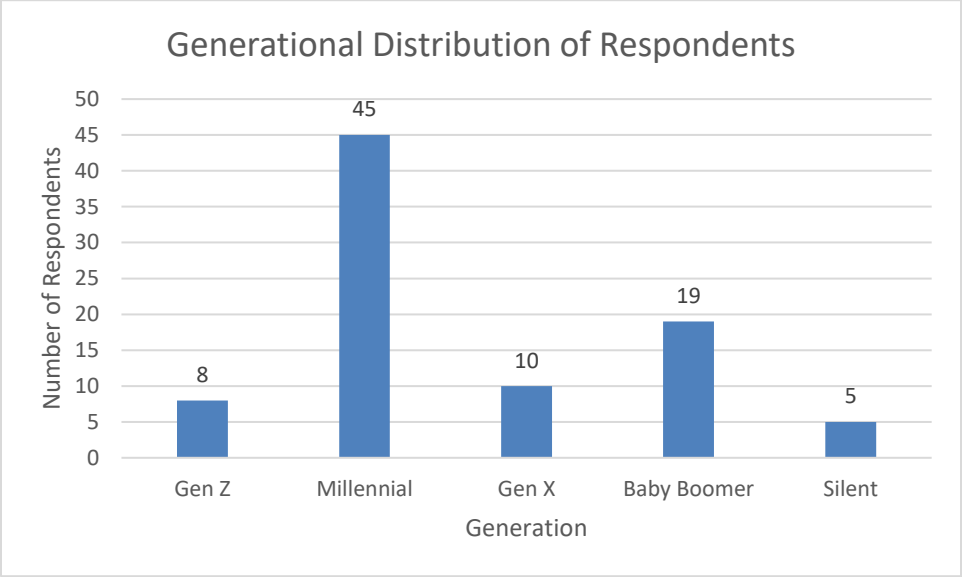


Figure 18: Generational Distribution of Respondents

A majority of the respondents identified as White or Caucasian when asked about their ethnicity. Although two of the three events were centered on Asian culture, it seems that the majority of the respondents identified as an ethnicity other than Asian. This question was in an open ended format, therefore I received a variety of responses: some similar but worded differently, some describing place of origin, some describing race, and some describing citizenship (Figure 19).

Lastly, respondents were asked for the zip code of where they lived. For this question, there were many unique responses, with the highest number of respondents reporting the zip code 44106, representing the Cleveland neighborhood of University Circle. The map in Figure 20 shows the distribution of where respondents live. This map provides a concentrated view of Cleveland, therefore does not display all individual zip code responses because some are out of state. Each pin point represents one zip code but does not denote how many respondents listed this zip code. Something of interest to note is that there was only one respondent who listed the zip code of 44114, which is the zip code for the neighborhood where all three events were held.

Therefore, a majority of the respondents are non-residents of the host neighborhood. This information becomes relevant when the idea of home and how people define that space is explored in the analysis. Through comparing zip codes of respondents and analyzing their ideas of home, the differences between community members and non-community members in this research reveal themselves.

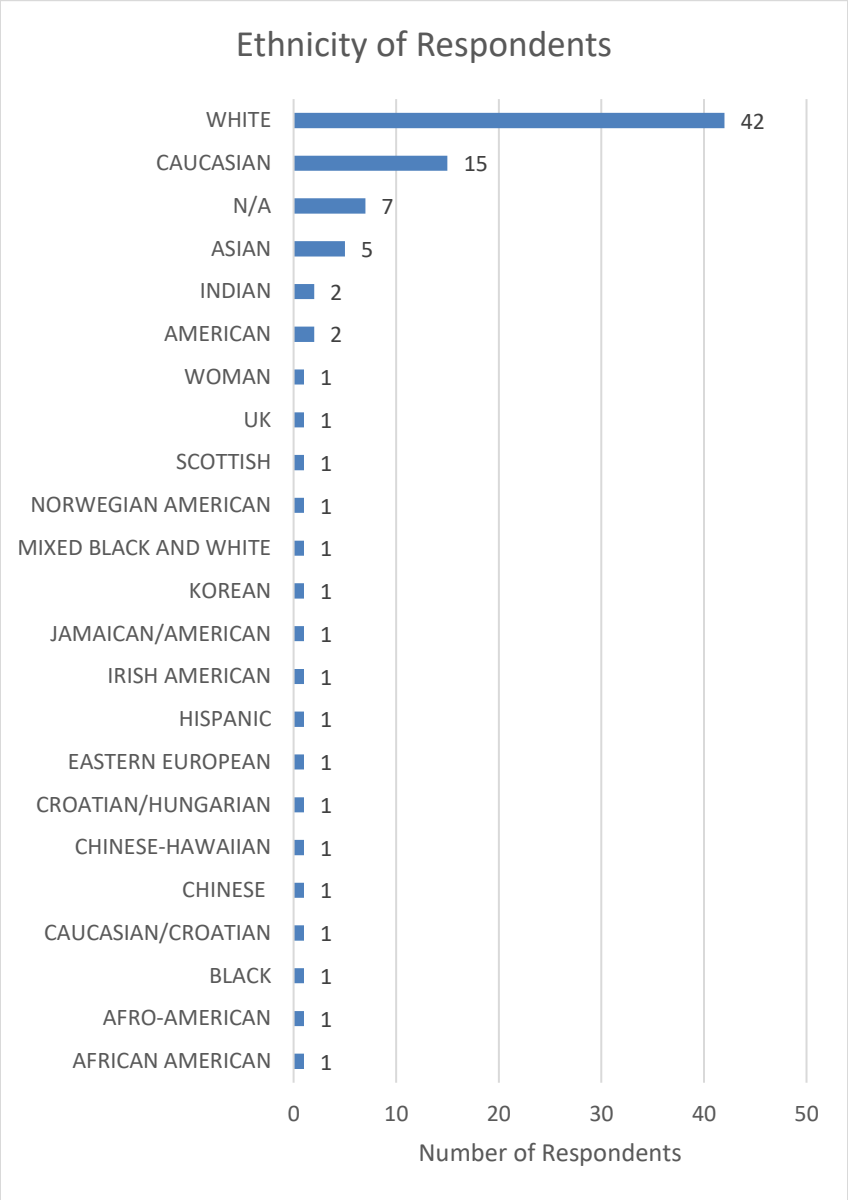


Figure 19: Ethnicity of Respondents

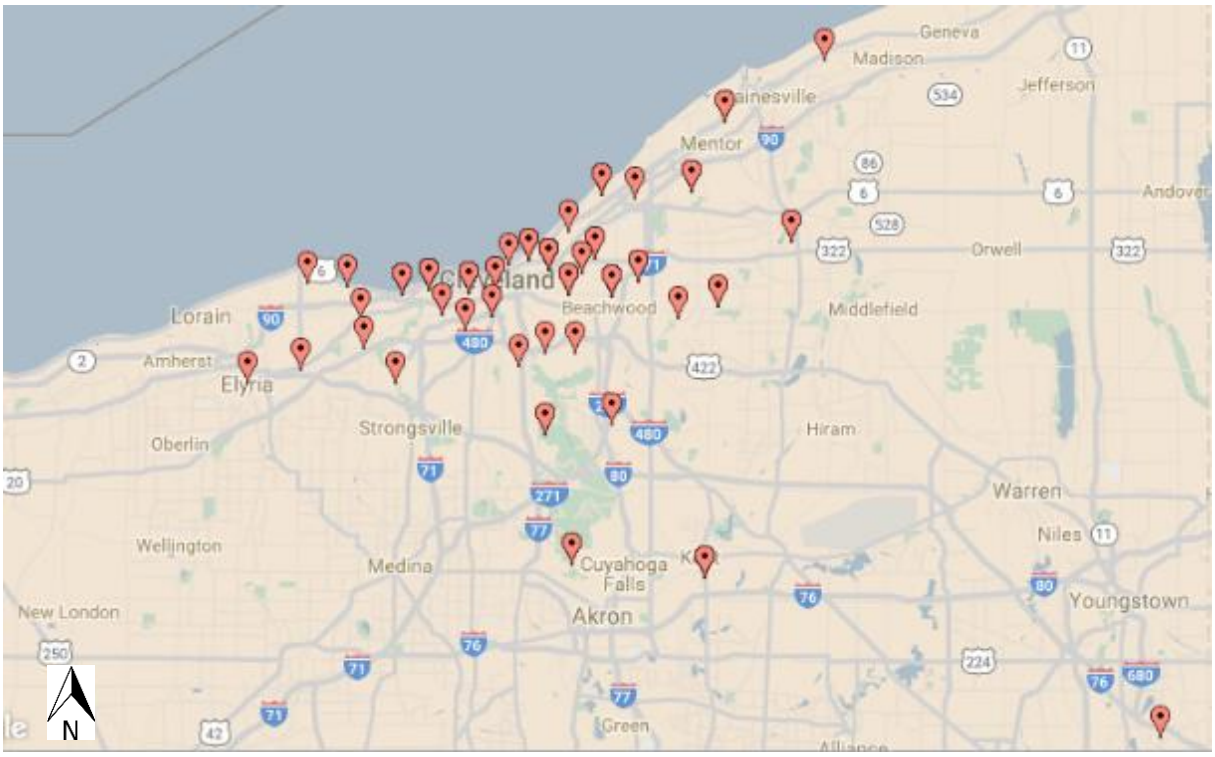


Figure 20: Distribution of Zip Codes of Where Respondents Live

5.2 Analysis Overview

Through the analysis of the data collected, I address community values, placemaking qualities, and the support of place attachment, relating them to the defining features of sustainable planning and communities. As stated, the main goal of this research is to understand how placemaking qualities and aspects influence or contribute to the defining features of sustainable planning and communities. As mentioned in the Introduction chapter, the defining features of sustainable communities are a healthy climate and environment, social wellbeing, and economic security. The three realms of place, of which the goal of placemaking is to fulfill these realms, are locale, location, and sense. By understanding the placemaking qualities and aspects that fall into to these three sustainability realms, we can better understand how they help accomplish the three defining features of sustainable planning and communities, therefore, defining placemaking as a useful tool within the planning discipline.

On the survey, most of the questions asked were to try to understand the public's perspective on the placemaking events being conducted in the neighborhood. Each question asked relates to the overall research questions in different ways. Table 3, Figure 21, and Figure 22 provide an overview of the answers to the dichotomous and Likert scale questions. The subsequent sections (Sections 5.3-5.7) explore the explanations behind the respondents' answers to the open ended portions of the questions, analyzed through Nvivo by coding responses into common themes, and how they relate to the defining features of sustainable planning and communities. Coding in Nvivo can be inductive or deductive. In this case, it made the most sense to develop common themes inductively, letting the themes reveal themselves through the respondents' answers. It becomes evident during the analysis that many of the themes will overlap or have very similar meanings. If there was a large enough difference in responses, I purposefully made separate themes as not to lose the nuance of respondents' perspectives.

Table 3: Questions and Response Percentages of Respondents from Survey: Dichotomous Questions

Question	Yes	No	N/A	Not Sure	First Time Here
3. Do you consider this neighborhood home?	25%	75%	0%		
B1. Do you feel proud of your neighborhood for hosting this event?	24%	0%	76%		
B2. Do you wish that your neighborhood hosted similar events?	82%	5%	10%		
9. Do you feel welcomed and included in the event?	91%	1%	4%	4%	
10. Has your impression of the neighborhood and its residents changed from attending this event?	35%	46%	7%		11%

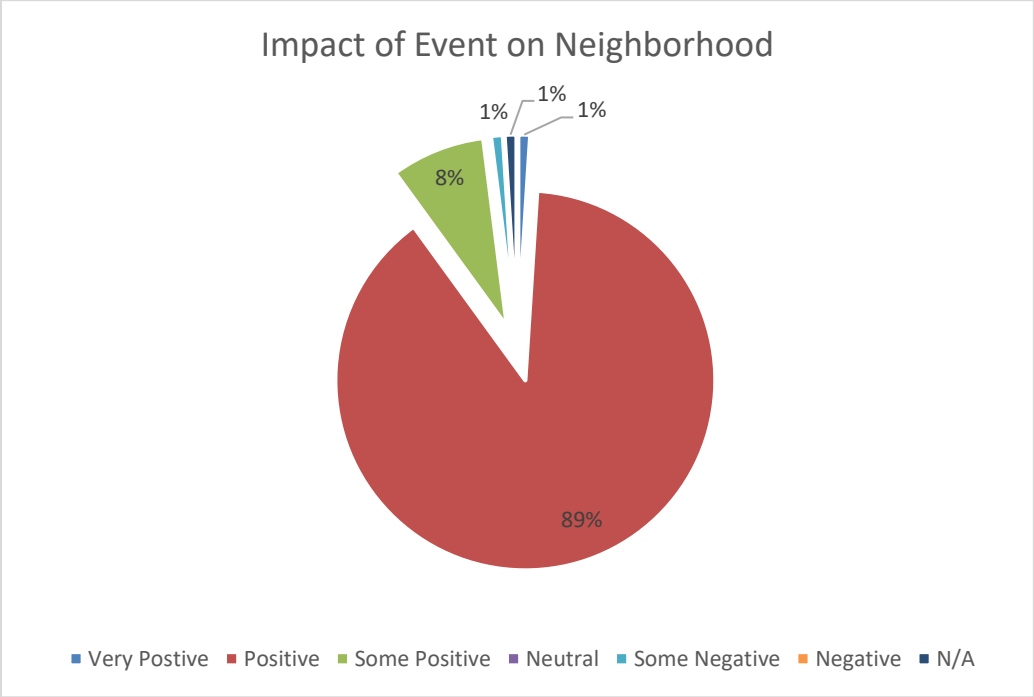


Figure 21: Impact of Neighborhood (Likert Scale Question)

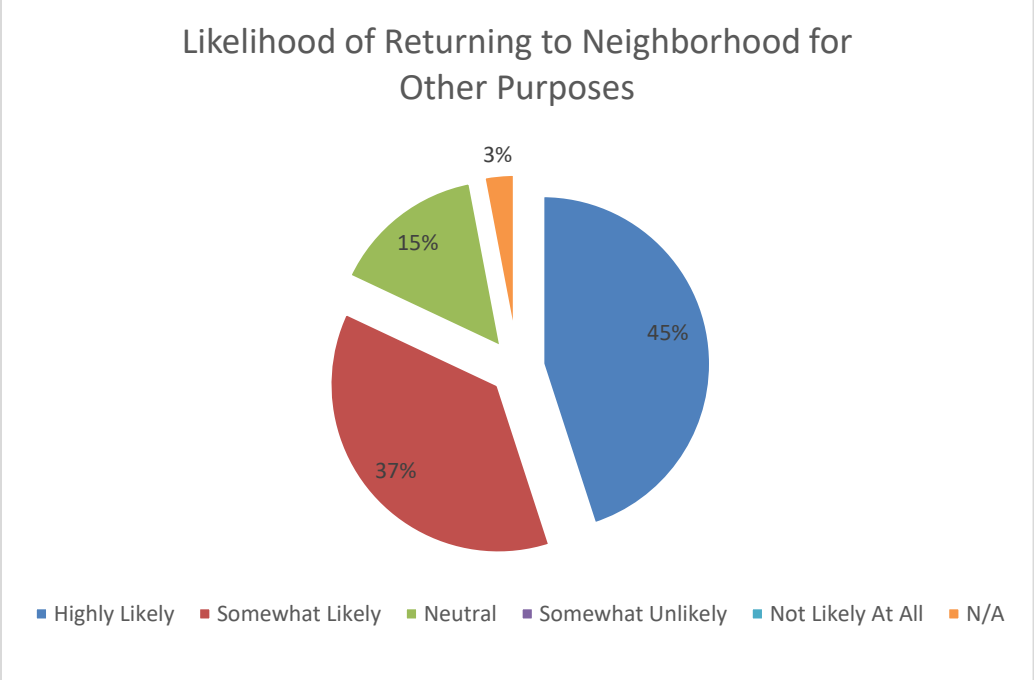


Figure 22: Likelihood of Returning to the Neighborhood (Likert Scale Question)

Overall, the responses in Table 3 spoke to the positivity, general acceptance, and enjoyment of these placemaking events. Although a majority of respondents did not consider the neighborhood home, the majority of those the respondents wish their neighborhood hosted similar events. The ones that did consider the neighborhood home felt proud of the neighborhood for hosting the event. A majority of the respondents felt welcomed and included in the event, felt that the event has a positive impact on the neighborhood (Figure 21), and are likely to return to the neighborhood in the future (Figure 22). Open ended answers to why the respondents felt this way were analyzed in NVivo and are discussed below in relation to the defining features of sustainable planning and communities.

5.3 Place Attachment and Participation

The idea of home was introduced in the survey in order to gauge the level of place attachment from the respondents. The word *home*, instead of *house* or *live here*, was used because home invokes a more personal and intimate feeling than the latter, drawing on the emotional bonds a person has a with a place. Although place attachment can occur at varying scales, the most researched is place attachment to the residence or neighborhood (L. C. Manzo & Perkins, 2006). It was interesting to uncover the reasons why a respondent would consider or not consider the neighborhood home.

Of the respondents who consider the neighborhood home, the most referenced theme was *Legacy* (Figure 23). This theme describes the feeling of home in relation to having lived here for a long time, growing up in the area, or having multiple generations live in the area. This speaks to what much of the research says about place attachment to residences or neighborhoods; it most often has to do with the length of residency (L. C. Manzo & Perkins, 2006). This theme is difficult to effect or manipulate from a planning standpoint because people

decide where they are going to reside based on many factors, the combination is different for everyone, such as job opportunities, family ties, climate preferences, and cost of living. One thing planners can do is provide the best possible neighborhoods and communities to give people diverse options. In the end, if a neighborhood or community is wholesome, healthy, and thriving, people will be more likely to stay, increasing their legacy in the community.

Two other frequent themes referenced within the explanations for considering the neighborhood home were *Cleveland Encompassing Home* and *Community Involvement* (Figure 23). The theme of *Cleveland Encompassing Home* includes participant's feeling of home within the larger Cleveland area; the feeling of home is not just reserved for their immediate vicinity around their house. This speaks to their pride of belonging to Cleveland as a whole and how it contributes to their attachment to neighborhoods within the city. This theme clears up the possible mismatch between the amount of respondents who consider the neighborhood home and the reported zip codes. As mentioned in the section above, only one respondent listed their zip code as the same zip code of the neighborhood where the events were held. This speaks to the idea that the feeling of home does not necessarily have to do with where you reside or the zip code you live in, but can have a larger radius to include other neighborhoods and even the whole city.

Lastly, the theme of *Community Involvement* was frequently referenced. This encompasses the feeling of home in relation to being involved some way in the community; organizations, church, school etc. even if the respondent does not physically live in the neighborhood. The notion of participation within a community can invoke place attachment and feelings of home even if one does not reside in the neighborhood. Participation is an important aspect to place attachment. The idea of *place creation*, introduced by Seamon (2014), discusses

the strengthening of bonds between people and place through active participation in the place's improvement (Alexander, 2012).

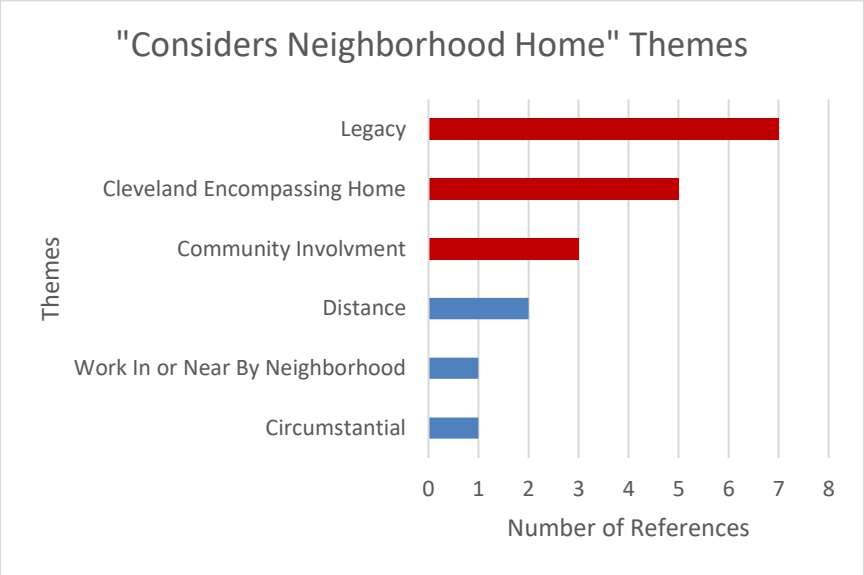


Figure 23: "Considers Neighborhood Home" Themes

It seems that through the responses to this question, the difference between community members and non-community members in this research becomes clear. Community members are people who reside in the neighborhood or people who do not physically live there but are actively involved in the community located in the neighborhood. Non-community members are the people who do not live in the neighborhood and who do not actively participate in the community in the neighborhood.

It is important to note that for those respondents who do not consider the neighborhood home, the most frequent theme referenced was *Distance or Other Area* (Figure 24) in relation to distance respondent lives from neighborhood or reference to another neighborhood. This response speaks to the fact that one may not have to live in a neighborhood to consider it home, but the further away they live from it, it is possible that they are less likely to consider it home. In addition, even if they live near by the neighborhood, they may feel a

stronger attachment to the neighborhood they do live in, therefore not only distance from neighborhood should be considered when gauging place attachment, but also the strength of their emotional bond to other places.

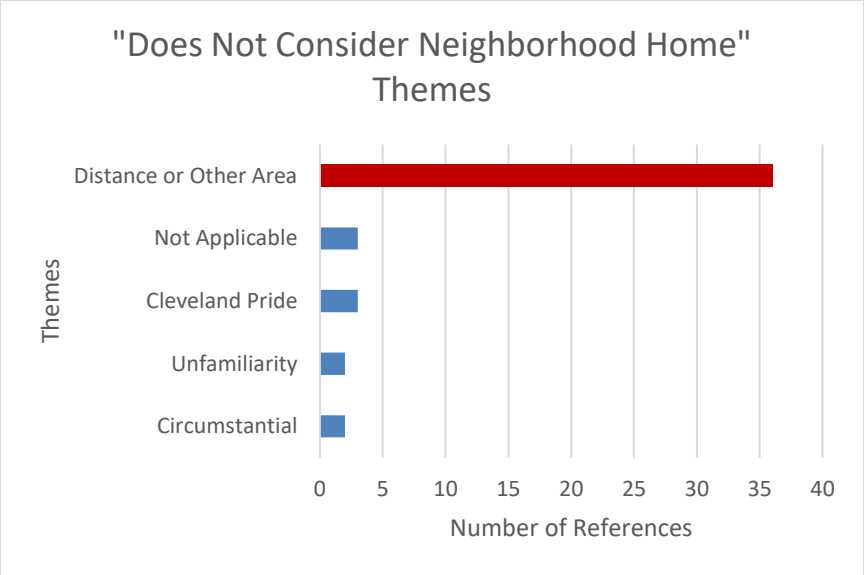


Figure 24: "Does Not Consider Neighborhood Home" Themes

The idea of pride was also introduced in the survey as another avenue to gauge the level of place attachment. Pride is one of many emotions that is produced from the feeling of place attachment. As seen in Table 3, of the respondents who answered Question B1, all of them selected “Yes,” they are proud of the neighborhood for hosting this event (The response of N/A refers to the either/or question being left blank, which in most cases meant the respondent answered Question B2). The question asks the respondent to then explain their answer to look at the aspects of the placemaking event that contributed to this feeling.

The two most frequently referenced themes in respondents’ answers were *Bringing People Together* and *Revitalization Effort* (Figure 25). The theme of *Bringing People Together* includes the participant finding pride in the fact that this event draws people together, supports community development, and provides a space for interaction. The theme *Revitalization Effort* describes the quality of revitalization of the neighborhood that makes them feel proud. This

includes bringing people into the city, active investment in the improvement of the neighborhood, and the betterment of the community. Both themes also relate back to participation. The themes touch on active involvement of community members and visitors, working on building community relations and increasing investments in the area.

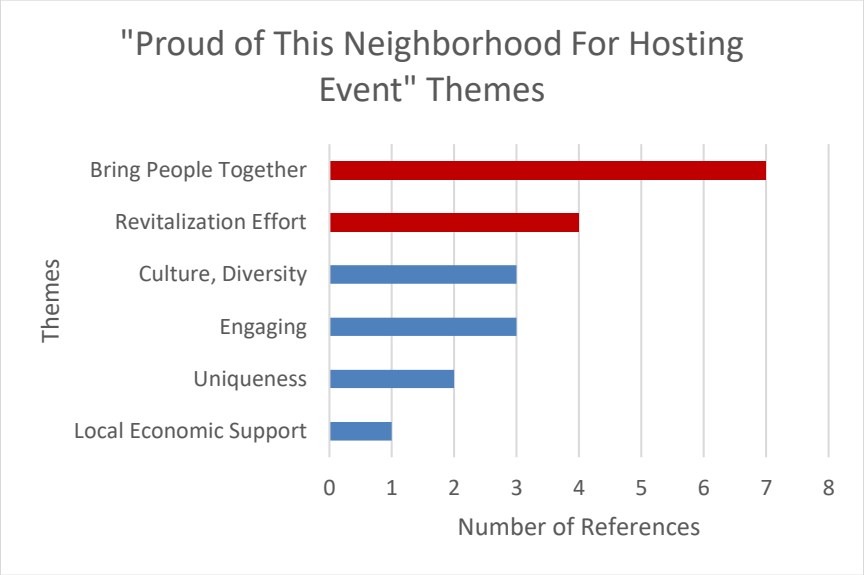


Figure 25: "Proud of This Neighborhood for Hosting Event" Themes

5.4 Healthy Climate and Environment

The first of the three defining features of sustainable planning and communities is a healthy climate and environment, traditionally classified as conservation of resources, innovation of renewables, and the biodiversity of our ecosystems (Institution for Sustainable Communities, 2016). However, through the analysis of this research, an alternative definition arises. In this alternative definition, healthy climate and environment can refer to the health of the physical urban space and environment for which people move through on a daily basis (Kates et al., 2005). Through the survey responses, there were not many qualities or aspects of the placemaking events which seem to contribute to the traditional definition of this defining

feature. However, there were references made to the alternative definition, relating to the health of the physical urban environment.

Question 9 on the survey asks if the respondent feels welcome and included in the event. This not only refers to the atmosphere the event provides, but also touches on the physical space and accessibility of where the event is held. Two frequently referenced themes were *Vibe/Atmosphere* and *Amenities/Accessibility* (Figure 26). The *Vibe/Atmosphere* theme includes the friendly and interesting impression that is given off by the event and the people who are attending. These are opinions of good music and food, nice and smiling people, pleasant mood, easy access, and a calm environment. Many of the responses under this theme referred to qualities that relate to social wellbeing, and those will be discussed in the next section. However, some of the responses highlighted the space itself, the access to the space, and the relaxed environment. All of these qualities can help support the alternative definition of a healthy climate and environment.

The theme of *Amenities/Accessibility* includes responses that contain the many amenities that are offered through the event such as the food, purchasable items, and entertainment. It also references the accessibility of the event such as the fact that it is free and open to the public, and the space is easy to move around in, aspects important to a healthy physical space in a neighborhood. Again, many of the references discuss aspects which relate to social wellbeing, and will be discussed in the next section.

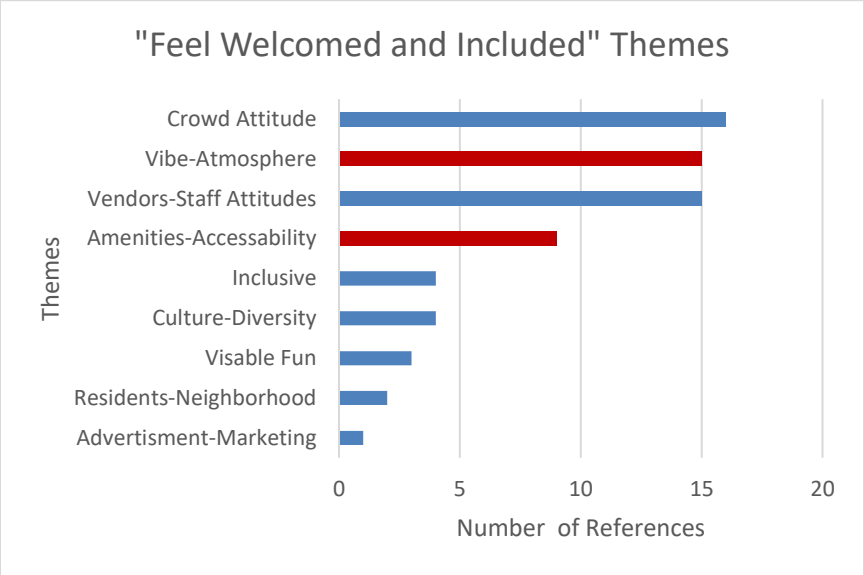


Figure 26: "Felt Welcomed and Included" Themes

Lastly, the respondents were asked if their impression of the neighborhood and residents had changed by attending the event. This question allowed the pulling apart of themes that contribute to people's perception of the neighborhood. Typically, if the respondents' impression was changed, it points to the fact that their perception of the neighborhood and residents was incorrect or misguided. It seems many of the respondents have the perception that the east side neighborhoods of Cleveland are not safe. This type of perception can be a major deterrent for people. This is not to say that the neighborhoods are completely safe, but it could be circumstantial, temporal, or isolated incidences. Before judgements are made about a neighborhood, a better understanding of its actual safety should be attempted.

One of most referenced themes in respondents' answers to the question of changed impression was *Comfort/Safety* (Figure 27). Their impressions had changed in regards to physical safety, openness and friendliness of the neighborhood/residents, feelings of being welcomed and included, and comfort in visiting the area now. The more comfortable a person feels entering a neighborhood, including feeling safe, is an important aspect of a healthy physical

space and environment. Placemaking events can help introduce people to neighborhoods where they might not normally go because of their misguided impressions.

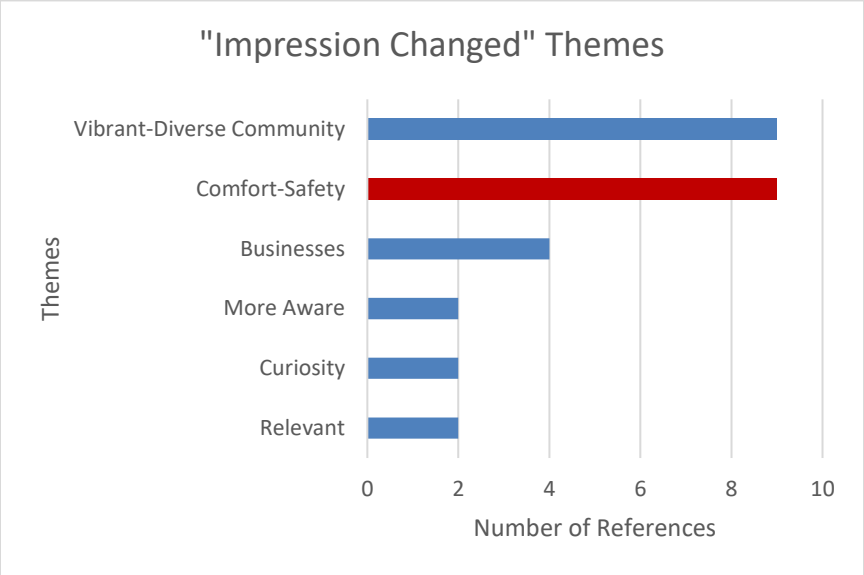


Figure 27: "Impression Changed" Themes

5.5 Social Wellbeing

The second defining feature of sustainable planning and communities is social wellbeing. This feature encompasses many ideas and goals including social capital, equity, culture and diversity; Dale and Sparkes define it as "the social need to have governance structures that enable people to voice and enact their values" (2011). It also embraces themes of community development, awareness, vibrancy, and cohesiveness. A majority of the themes referenced within survey responses contribute to this idea of social wellbeing. Placemaking events may obviously support social wellbeing, but in order to better provide specialized assistance to a community it is vital to understand specific qualities and aspects that are perceived by the public in relation to this defining feature.

When respondents were asked if they wish their neighborhood hosted similar events, the majority selected "Yes" (Table 3). In explanation of their answer, the most common themes

cited were *Engaging*, *Community Building*, and *Culture/Diversity* (Figure 28). The *Engaging* theme includes responses such as these type of events are fun, enjoyable, pleasant, and exciting. Participating in engaging events brings people together and helps create memories and bonds. This relates back to the idea of *place intensification*, where a place can help create human bonds by providing a space for interaction (Seamon, 2014).

The second most assigned theme in responses to this question was *Community Building*. This includes responses in relation to the fact that these types of events are vital for community building, bringing people together, and finding common interests. Again this relates back to the idea of place intensification. *Community building* connects well with social wellbeing because it is ideal for community members to interact and find common interests. Fun and engaging events are one of many ways for communities to bring people together.

Lastly, the third most referenced theme in response to this question was *Culture/Diversity*. This theme relates to the expression of culture and diversity by the community. Events such as these are one way of bringing many different types of people together to learn about and embrace cultural differences. Creating understanding and awareness helps communities accept differences which in turn allows them to openly celebrate those differences together.

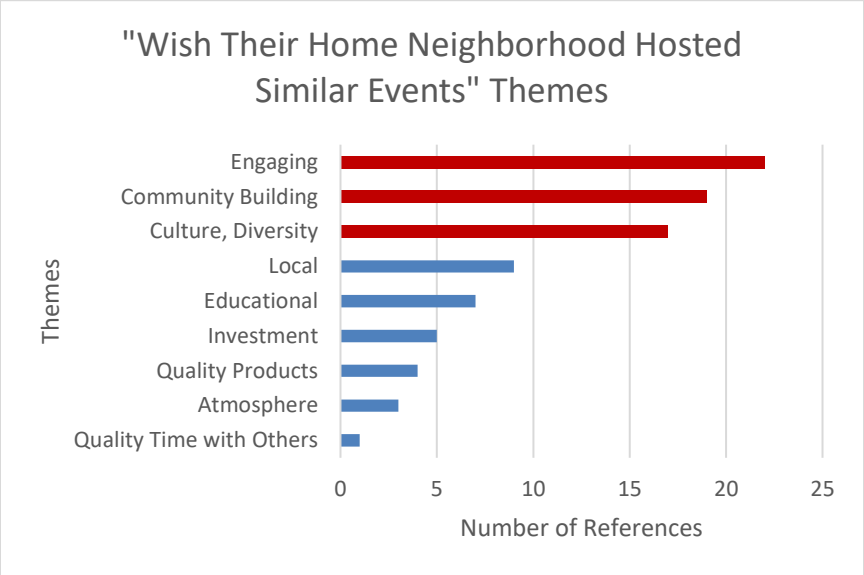


Figure 28: "Wish Their Home Neighborhood Hosted Similar Events" Themes

When asked what the participant believes the event is trying to achieve for the neighborhood, three themes emerged that relate to social wellbeing: *Showcase the Area*, *Cultural Awareness*, and *Sense of Community* (Figure 29). The theme *Showcase the Area* comprises of responses that encompass visibility, getting noticed as a neighborhood, promotion, increasing popularity, getting on the map, bringing people to an area that they wouldn't normally go to, and awareness of businesses. Through the public's perspective, the placemaking events give a neighborhood and community a chance to highlight their unique amenities and qualities, especially to visitors. This opens up avenues for new relationships, increases visitorship, and possible notoriety for a neighborhood.

The theme of *Cultural Awareness* incorporates ideas such as cultural education and exploration, recognition of culture, awareness of others, and acceptance. Again, with increased understanding and acceptance of others that are different, a tight knit community can be formed. This awareness can also lead to the last theme, *Sense of Community*. This theme encompasses understanding, reception, community building and bonding, promoting community, unity, and bringing people together. Achieving a sense of community is ideal for a

sustainable community. This sense relates directly to place attachment and sense of place. With a strong sense of community, a neighborhood has a better chance of tackling challenges together.

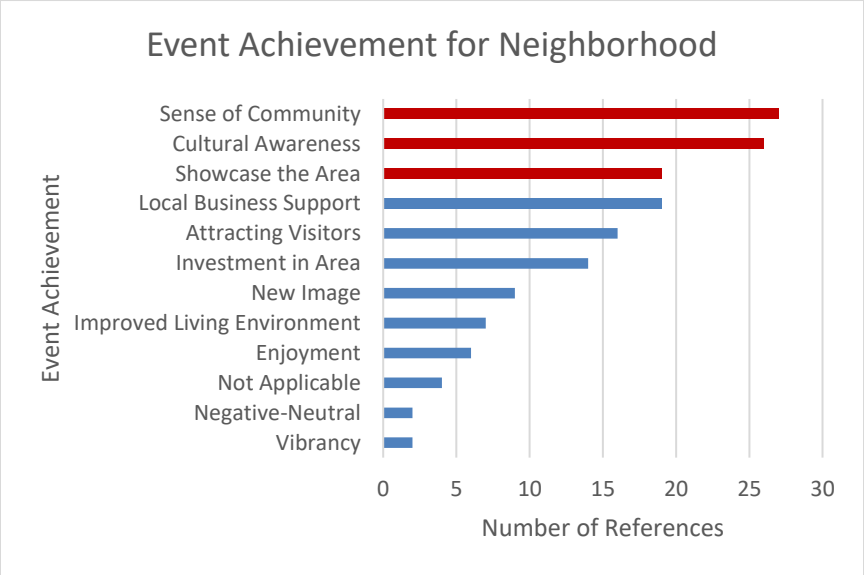


Figure 29: Event Achievement for Neighborhood

When asked about the impact the respondents feel the event has on the neighborhood and its residents, the two most frequently referenced themes were *Brings In People* and *Exposure/Awareness* (Figure 30). The theme *Brings In People* referenced responses that talked of bringing people in to the neighborhood as well as bringing people together. This subtheme of *Brings People Together* includes responses that talk about bringing different, diverse people together, people meeting up and enjoying each other and the event, and the community-oriented goal of getting people into the same space to interact.

The theme *Exposure/Awareness*, with specific perspectives relating to *Diversity/Culture*, incorporates ideas that the events provided a platform for exposure to culture and diversity and cultivated awareness of culture and diversity, which has a positive impact on a community. This theme was also present under event achievements for neighborhood. As mentioned in the

Section 3, two of the three events were celebrations of Asian cultures. With that in mind, it is understandable that many themes will incorporate ideas of culture and diversity. Overall, culture and diversity are big proponents in social wellbeing.

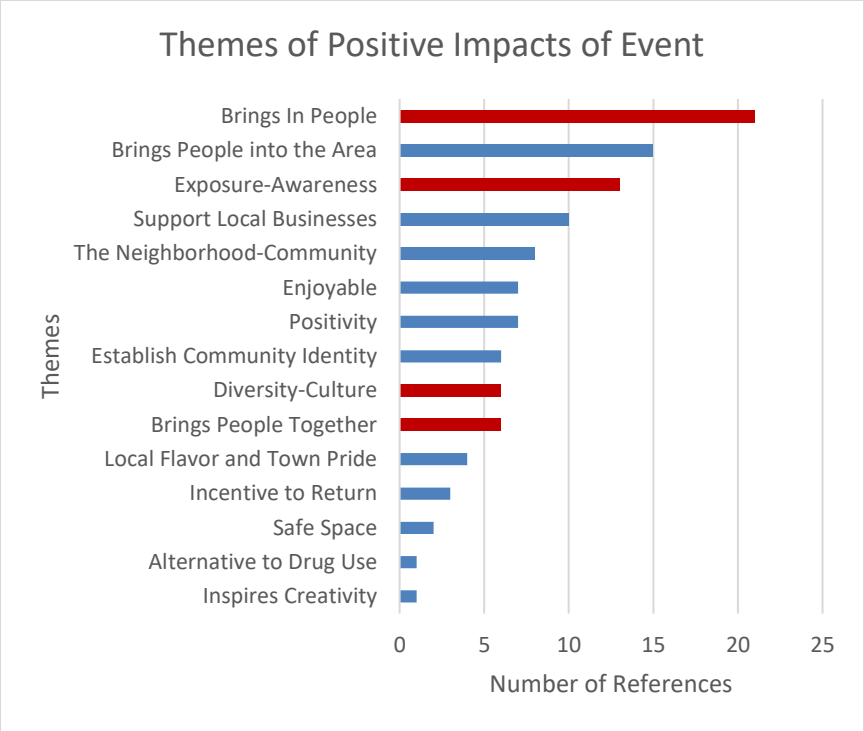


Figure 30: Themes of Positive Impacts of Event

The idea of feeling welcomed and included at the event transpires to feeling welcomed and included in the community and neighborhood. As state in the Analysis Overview section, the vast majority of respondents felt welcomed and included (Table 3). The two most frequently referenced themes in response to this question which contribute to social wellbeing is *Vendor/Staff Attitudes* and *Crowd Attitudes* (Figure 31). *Vendor/Staff Attitudes* contains responses that cite vendor or staff attitudes and friendliness as making the participant feel welcomed and included in the event and space, along with them being nice, friendly, and helpful. In parallel to that, *Crowd Attitude* plays a large role in respondents feeling welcomed and included. This theme encompasses responses that cite the crowd and attendee's attitudes

and friendliness as making the participant feel welcomed and included in the event and space, along with them being nice, friendly, and everyone enjoying themselves. Both themes contribute to the larger defining feature of social wellbeing by projecting feelings of inclusiveness, comfort, an open atmosphere, and no pressure to act a certain way.

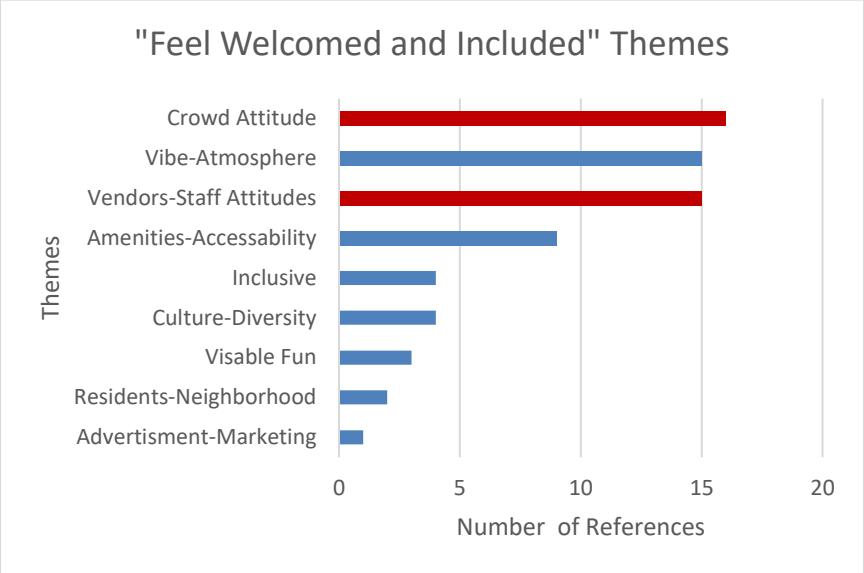


Figure 31: "Feel Welcomed and Included" Themes

Lastly, the theme *Vibrant/Diverse Community* manifested under the responses for a changed impression, a useful quality of placemaking that contributes to social wellbeing (Figure 32). The theme includes the respondent's awareness of this diverse community increased, feelings of cohesiveness increased, and a realization of great people and great neighborhoods on the east side of the city. These responses are similar to those for other questions, however this theme was created because it highlights a nuance unclear in the other themes. Here it is the realization of the presence of culture and diversity, as opposed to the experience of it.

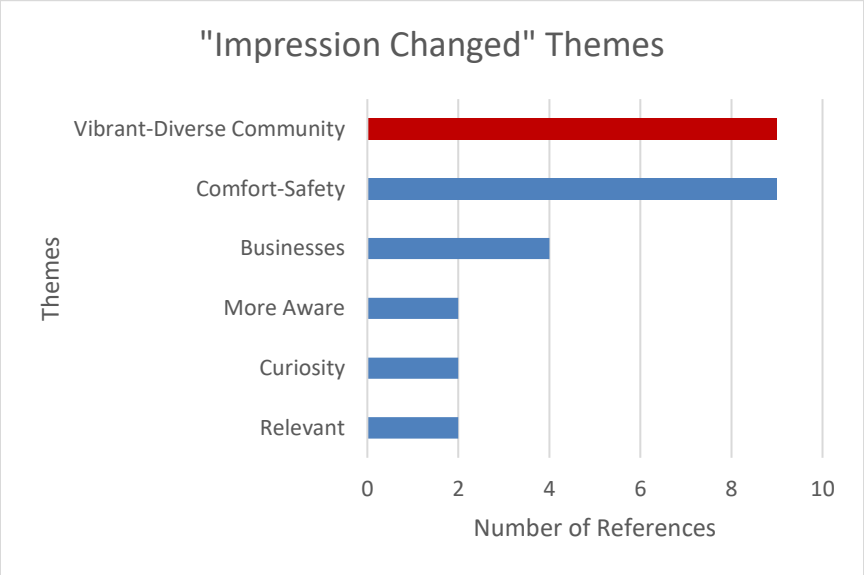


Figure 32: "Impression Changed" Themes

5.6 Economic Security

The third defining feature of sustainable planning and communities is economic security. As defined by Dale and Sparkes, this feature encompasses “the economic responsibility to ensure that the basic needs of all people and life are met” (2011). This feature can manifest through job creation, supporting local or small business, economic benefits experienced equally across the community, quality job training and education, and a diverse economic base. The most common aspect of economic security seen through the events was the impact on local businesses. Depending on the type of placemaking, local businesses may be directly involved, given a booth or vending spot at the event, or indirectly through the event drawing visitors to the area and subsequently patronizing the businesses before or after attending the event. Through the data collected, it is clear that the respondents perceive both indirect and direct benefits to local business.

When the respondents were asked what they thought the event was trying to achieve for the neighborhood, two themes emerged that contribute to economic security: *Local*

Business Support and *Showcase the Area* (Figure 33). The theme *Local Business Support* references responses that encompass supporting local business, revenue, commerce, entrepreneurs, and young businesses/startups. For all three events, local businesses are a central tenant to their goals and missions. The emergence of this theme is not surprising because many, if not all businesses who operated a tent or booth at these events are local to the neighborhood or to the larger area of Cleveland or Northeast Ohio. Attendees were able to purchase goods or food from these businesses, helping to contribute to their revenue stream.

The theme *Showcase the Area* includes comments about getting noticed as a neighborhood, promotion of the area and the local businesses, bringing people to an area they would not normally go, and awareness of businesses. For many respondents, this neighborhood is not a normal stop when running errands or looking for a place to eat. Through the events, attendees who either do not regularly visit the neighborhood, or who are unaware of the abundance of businesses, get a chance to familiarize themselves with the variety of options present.

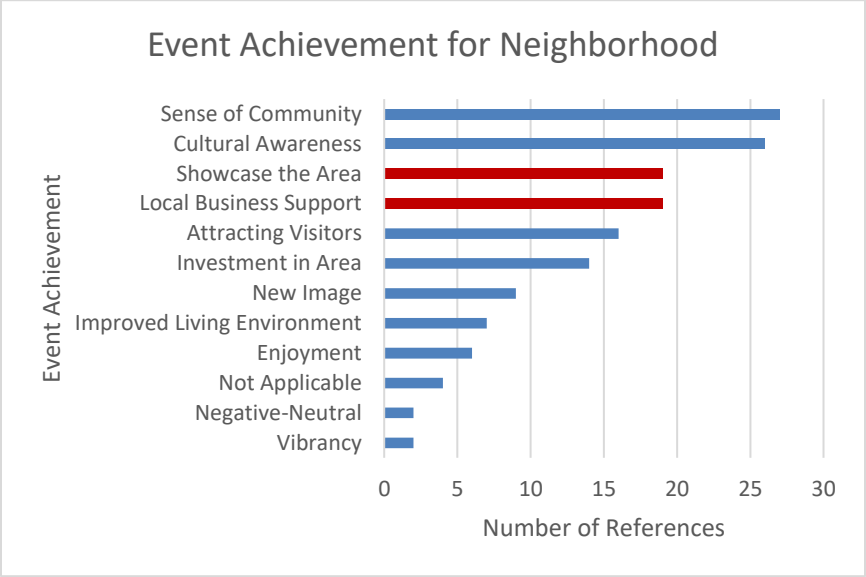


Figure 33: Event Achievement for Neighborhood

When asked about the type of impact the event has on the neighborhood, respondents who selected "Positive" gave the most frequent answers that fell under the themes of *Brings In People*, *Exposure/Awareness*, and *Support Local Business* (Figure 34). Those respondents who selected "Some Positive" gave the most frequent answers that fell under the theme of *Business Generation* (Figure 35). The first three themes are very similar to the themes referenced in the event achievement responses. *Brings In People* is more about getting people to the physical area/space, getting people to visit a place they might not have been before, and increasing number of visitors, similar to the *Showcase the Area* theme mentioned above. *Exposure/Awareness* also highlights similar placemaking qualities. References were made about the positive impact of exposure of the neighborhood and community including defining it separately from Cleveland, allowing people to explore the area, increasing interaction between people, and investment. These two themes involve perceptions of attracting people to the area and exposing them to new businesses for which they may not currently know about.

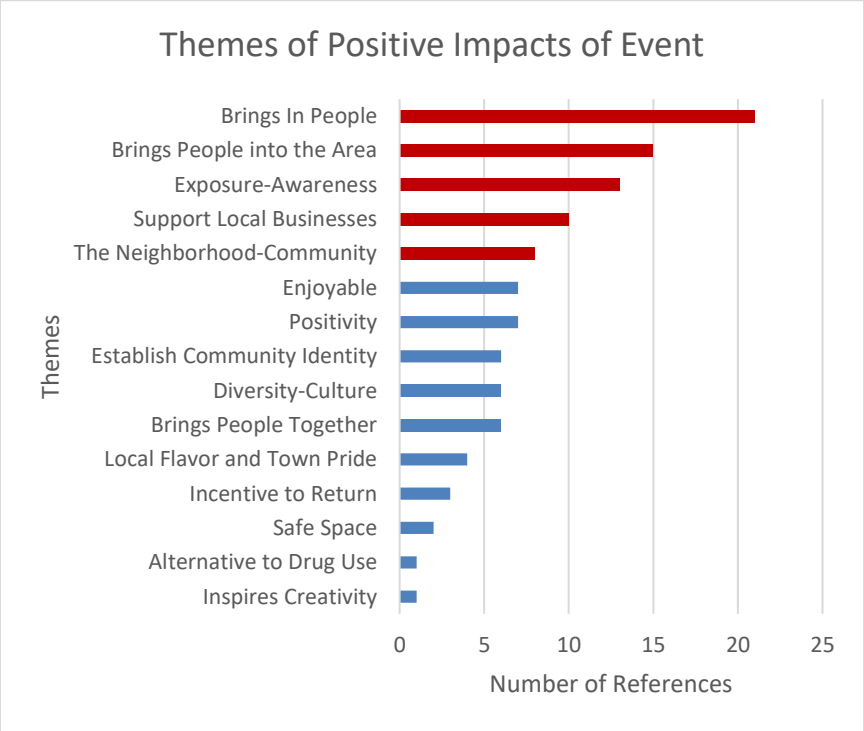


Figure 34: Themes of Positive Impacts of Event

The theme *Support Local Business* references responses very similar to responses of event achievement. This theme highlights answers that discuss a positive impact because the event exhibits the local businesses and pulls money into the area to help increase revenue. Lastly, the theme of *Business Generation* (Figure 35) highlights some nuanced ideas about the creation of a larger revenue stream for the local businesses. It is important to notice that even if the themes seem a bit repetitive, the fact that the idea of supporting local business and business generation is mentioned frequently throughout the survey responses lends to the understanding that the public perceives that these types of placemaking events contribute these qualities.

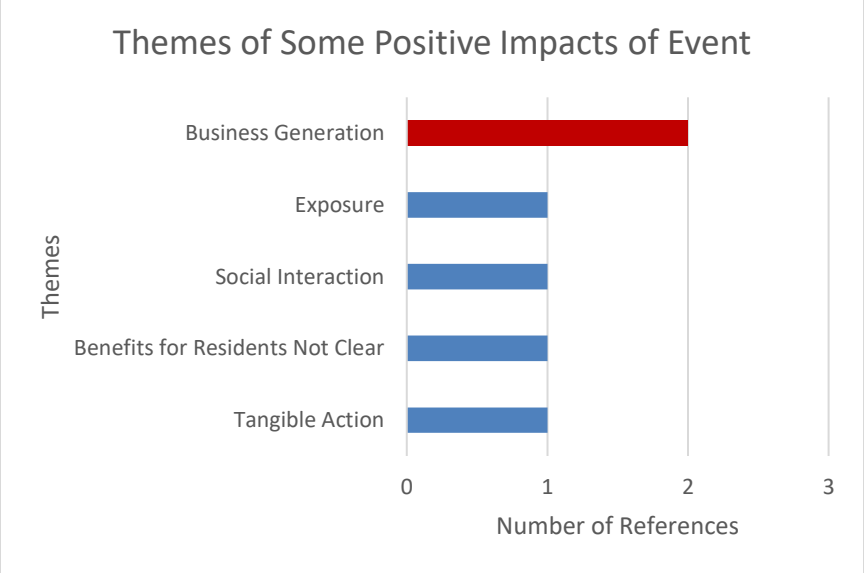


Figure 35: Themes of Some Positive Impacts of Event

Lastly, when asked how likely would it be for the respondent to return for purposes other than the event and why, the most frequently referenced themes were *Restaurants/Businesses* and *Awareness* (Figure 36). It is appropriate that these would be the most referenced themes based on frequent responses that were given for some of the other

questions, and whose themes were mentioned above. Under the response of “Highly Likely to Return,” respondents stated that they will return to the neighborhood to patronize the restaurants and businesses. Other common responses were found under the *Awareness* theme, stating that the respondents wanted to become more aware of the neighborhood, culture, and cool local places and would bring friends and family who have yet to experience the neighborhood. When an attendee has a positive experience, produced in part by a placemaking event, the attendees may feel the need to share their experience with other, which could translate into bringing new visitors to the area, creating a snowball effect of potential new patrons for local businesses.

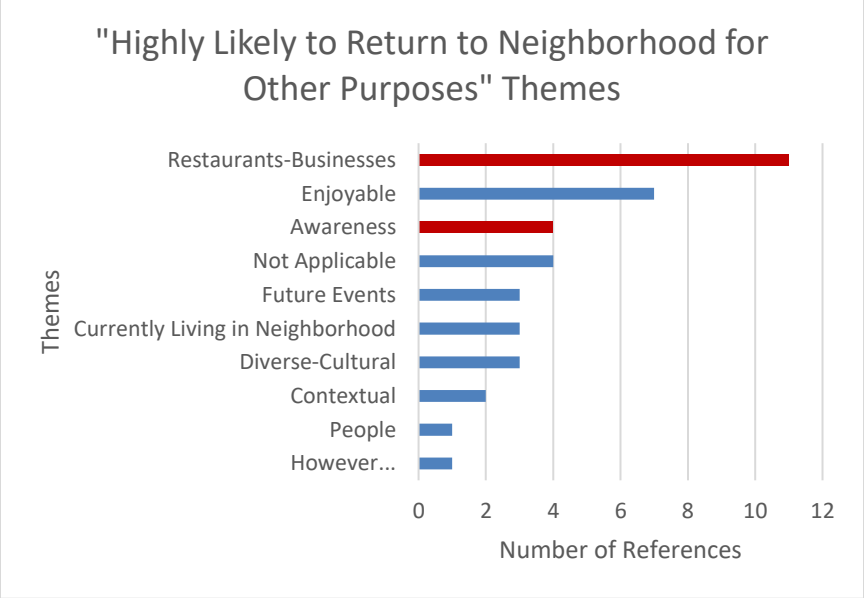


Figure 36: "Highly Likely to Return to Neighborhood for Other Purposes" Themes

5.7 Detriments of Placemaking Initiatives

Although a vast majority of the responses were positive and discussed the beneficial qualities and aspects of placemaking, a small percentage of participants had neutral or negative responses that should not be left out of the analysis. It is important that the positive benefits do not overshadow the information that could be extruded from these comments. Though there

were very few, the responses brought up some interesting points and issues to keep in mind. Two respondents highlighted the idea of oversaturation with these types of placemaking events when asked if they wished their neighborhood hosted similar events. It is imperative that these types of events are unique to their neighborhood and possess qualities that would be hard to find somewhere else. Placemaking is one of many tools that can be utilized to support the defining features of sustainable planning and communities, therefore, should not be the only tool used.

Additionally, it is key to gauge the community members' interest in having such events take place in their neighborhood. If an event is popular or well-advertised, it may bring in a lot of outside visitors which may be an impact that the local community and neighborhood would dislike. An increase in visitors can also cause traffic congestion and parking issues.

These responses bring to light some concerns that planners should keep in mind when utilizing this tool. The increasing approval of placemaking also threatens its individuality and uniqueness to each community. When using this tool, close attention should be paid to those qualities a community possesses that make it unique (Blokland, 2001). Also because of its increasing acceptance, there has been an increase in planning codes and regulations including placemaking initiatives. Codification may make the processes more streamlined, but there should be a focused energy on allowing the haphazardness and spontaneity to still occur. As the American philosopher William James (1909) states, "Individuality outruns all classifications, yet we insist on classifying every one we meet under some general head" (p. 493). It is the hope that we as planners do not stifle community individuality by attempting to fit placemaking into our codes and regulations.

CHAPTER 6
DISCUSSION

Although place attachment and participation are not part of the main tenants of sustainable planning and communities, this research, with the support of past literature, highlights the undeniable prominence of the underlying roles that the ideas of place attachment and home play within the context of placemaking and sustainable communities. It is understandable that one might feel a place is home because they live there currently or, on the other end of the spectrum, have had family live there for generations. This idea of legacy contributes to the most obvious aspects of place attachment and home and there is a wealth of research that supports these concepts (L. C. Manzo & Perkins, 2006). The more interesting and novel findings of the ideas of place attachment and home relate to the larger community of Cleveland. As stated in Section 5.1, only one of the respondents reported actually living in the neighborhood where the events took place, yet there were many more respondents who declared that they considered the neighborhood home.

There are concepts of place attachment which look at the different scales at which people feel attached, whether its city, state, or country. The reasons behind these varying scales of place attachment are not as well and clearly defined as place attachment to your home or neighborhood. There are many different ideas on why a person may be attached to a place which is not their immediate neighborhood; one reason that became clear during this research was the role of community involvement. Community involvement can manifest in many ways, of which church, school, or organizations were mentioned by the respondents. Even if a person does not reside in the neighborhood, if they participate in place creation (Seamon, 2014), active participation in place with the means of improvement, an emotional bond between person and

place can form. This could lead to a person considering a neighborhood home when they do not physically live there.

The generally accepted definition of the healthy climate and environment feature of a sustainable community relates solely to the conservation of resources, innovation of renewables, and the biodiversity of our ecosystems. Through the findings of this research, I attempted to provide an alternate definition to this defining feature, stating that it could also refer to the health of the physical space in a community. Ultimately, the qualities which fell under this alternate definition actually contributes to the defining feature of social wellbeing. The public perspective that these placemaking events provide a friendly and social atmosphere, accessible space, and available amenities, speak to the overall social wellbeing of a community. Additionally, the concept of comfort and safety, which frequently came up in the responses, point towards the wellbeing of community members. Conclusively, in order for a community to perceive that placemaking events contribute to a healthy climate and environment, it seems an outward display of an environmentally-minded theme would be key.

Of the three defining features of a sustainable community, this research shows that the public perceives that these placemaking events contribute heavily to social wellbeing. First and foremost, placemaking events provide a space for human interaction, termed place intensification (Seamon, 2014). Utilizing place intensification as the foundation for social wellbeing qualities, placemaking events contribute towards community building, expression of culture and diversity, cultural awareness, and inclusiveness. These aspects were referenced in responses to multiple questions throughout the survey.

The idea of community building touches on the fact that these events bring people together into a common space. The events are engaging and allow for multiple interactions between community members. In order to foster community building, there must be an air of

inclusiveness at the placemaking event. The respondents recorded that the main reason for feeling welcomed and included was the accepting and friendly attitudes of the vendors, staff, and crowd. When an individual feels included and accepted in a friendly environment, they are more likely to participate in community building, strengthening the overall efforts of the placemaking initiative.

It was not surprising that culture and diversity were major concepts brought to light by the respondents, due to the fact that two of the three events featured Asian culture. Despite that fact, the awareness, expression, and embracement of culture and diversity are central to the social wellbeing of sustainable communities. Respondents' perspectives highlighted nuances of the role placemaking events can play in supporting culture and diversity. First, the expression of culture and diversity is clear; it is common for placemaking initiatives to focus on celebrating culture customs and traditions. Second, it seems the mission of the Cleveland Asian Festival and Night Market Cleveland are to explicitly bring cultural awareness to the community. These events are free and open to the public and the community invites people to learn about the culture and diversity present in their neighborhood. The ultimate goal is the overall embracing of culture and diversity. This is a stage of acceptance that comes after becoming aware of the culture, its customs and traditions. Openly celebrating cultures and each other's differences can lead to a strengthened sense of community. This concept, similar to sense of place and place attachment, relates to the emotional bonds between people within a community. These placemaking initiatives provide the safe space for communities to explore their differences and embrace each individual, regardless of those differences.

In order for a community to be economically secure, there are many objectives that need to be accomplished. These placemaking initiatives do not contribute to all objectives, but overwhelmingly, the public perceives that these events participate in the objectives of local

business support and business generation. The benefits provided to local businesses are direct or indirect. All three events boasted many local vendors who occupied tables or tents displaying their goods or services. The direct benefit includes the revenue earned during the event. By providing a space with a concentrated number of potential customers, the events increased the businesses' chances of capturing the attendees' dollars. The indirect benefit includes exposure to possible new customers and patronization before or after the event at their actual establishment. Many respondents reported becoming aware of local businesses in the area that they were not originally conscious of before the event. Additionally, by bringing a concentrated number of people to an area, the chance of local businesses surrounding the placemaking event being patronized on their way to or leaving the event increases. Lastly, of those respondents likely to return to the neighborhood in the future, the most referenced reason was to visit the local businesses. So not only does the placemaking event provide customers to local businesses the day of the event, it also increases the possibility that they will be visited in the future.

Lastly, a major takeaway from this research is the role placemaking plays in the promotion and advertisement of the neighborhood to visitors or non-community members. Concepts revolving around bringing visitors in to the neighborhood and showcasing the neighborhood to the larger community to gain status were very common in the survey responses. This is predictable because most of the respondents were visitors or non-community members, specifically visiting for the placemaking event. These concepts highlight the idea of evaluation and asking valuable questions (de Leeuw, 2012; Madureira, 2015; Sevin, 2011; Wismer, 1999): *what is the overall goal of the initiative and who is the initiative really for?* Once it is clear who the initiative is truly for, the overall goal will be easier to identify. These questions should be meticulously addressed by the community, the organizers, and the thoughtful attendees in order to have a successful placemaking initiative.

6.1 Challenges

Altogether, this research starts the conversation on how placemaking events are perceived by the public, and in what ways those impressions connect with sustainable planning and communities. This research process proved trying and was not without its challenges. The key issues and lessons learned will be discussed below. This section provides a critique of the literature review, respondent demographics, and survey question design.

First and foremost are some gaps in my literature review. When looking into literature on participation, the focus was mainly on classic public participation and community engagement research. Being unsure in the beginning on how participation would be incorporated in the responses from the respondents, a gap arose between the type of participation in the literature reviewed and the type of participation that came to light during the analysis. After completing the research, I would conduct a review on the different types of participation and involvement a person partakes in that helps them feel connected to a community. Community participation by people who do not physically live in the neighborhood was very important to the respondent's idea of home. By being involved in the community through church, school, or organizations, nonresidents felt as if they belonged to the community, despite not living there. Lastly, I believe further research should include a literature review on municipality sustainability plans that more deeply understands the nuances of the areas in which the goals and objectives are deficient.

Another challenge encountered was not having any control over who took part in the survey and in turn not being able to survey a significant amount of people who truly live in the neighborhoods where the events were held. Through the methodology, this type of variable would be impossible to control, hence adding the zip code and *home* question. Unfortunately, I did not receive many responses from residents of the neighborhoods. However, because of so

many respondents not physically living in the community or neighborhood, I was able to discover nuances on the idea of home. Further research should be conducted on the impressions and perspectives of placemaking events by residents of the neighborhood where the event is being held.

When creating the survey, I ran into some challenges with length and variety of questions. Due to the nature of how the survey was administered, the survey needed to be short enough where people would actually consider taking it. I ended up discarding about 10 questions that I had originally wanted to ask. Shortening the survey led to the need for very well designed questions. I struggled with this due to the wealth of information I wanted to collect. When I wrote the questions, I realized that some of the questions were very similar, but I felt I was asking them in just enough of a different way that I would be able to uncover some nuances with the idea of home, event impact, and changed impressions. After reading through responses, I found that the outcome was not as I had hoped. By their answers, I could tell that respondents felt I was asking the same questions more than once. This caused responses to be repetitive, sometimes limiting the information learned from the answers. With some modifications, I believe that this survey could be used in any city across the United States to help gather data on public perspectives and impressions of placemaking events.

The questions in my survey are very closely tied due to the fact that the concepts included in my research questions are very interrelated. The data collected does a good job answering all but one of my research questions. In my survey, I did not ask any questions about physical characteristics of placemaking. Even so, there were very minimal responses that directly talked about such characteristics. I had hoped to discover the types of physical characteristics of placemaking initiatives that allow for sustainable development, but I believe now that this data source would not have been the best place to look for answers to this questions. Overall,

understanding public' perceptions, impressions, and perspectives of placemaking events begins to reveal the many facets of these types of initiatives and what makes them successful.

CHAPTER 7
CONCLUSION

This research aimed to provide data to planners about what the public perceives as the benefits and/or detriments of placemaking initiatives, and ultimately how those perspectives relate to sustainable communities. The findings from this research are unique to the case study area, but other communities could perceive placemaking initiatives in a similar light. Not only were the beneficial aspects of placemaking identified, analyzing the data uncovered connections on how those qualities of the placemaking initiatives contribute to sustainable planning and communities. Based on the analysis, it is clear that placemaking can be a beneficial tool in sustainable planning.

The qualities of placemaking initiatives have the potential to contribute to the defining features of sustainable communities: healthy climate and environment, social wellbeing, and economic security. Depending on the kind of initiative and its overall goals, the type of contribution it can make will vary. In this case study, the placemaking events heavily contributed to the social wellbeing and economic security features of a community, playing a role in its overall sustainability. It is important to note that placemaking initiatives can be part of the creation of a sustainable community, as well as be a beneficial tool in continuing the sustainability of a community.

Planners can approach planning in two different ways. The first would be to create a plan and then, through public engagement, educate the community on what the plan encompasses. The second, and in my opinion more holistic and equitable, would be to engage with the public before creating a plan to gather their values and opinions on the matter at hand. Planner education of what the community wants to see in the future is vital to sustainability plans. Generally speaking, sustainability plans of municipalities are concentrated on

environmental and climate issues and fail to create holistic goals including all three sustainable categories. The social wellbeing and economic security categories are rather lacking when it comes to sustainable planning. Through the findings of this research, it is apparent that placemaking can be utilized as one of many tools to aid in the inclusion of social wellbeing and economic security categories within sustainability plans.

In this case study, the three placemaking initiatives fell under the typology of tactical urbanism. Through this research and support of past literature, many placemaking characteristics revealed themselves as contributing to the success of the initiatives. The characteristics present in these successful initiatives can also be applied to the form-based, permanent placemaking initiatives. Initiatives will vary so much on their content, therefore there are three characteristics for which all content can adhere to in order to be successful and contribute to sustainable planning.

First and foremost, a placemaking initiative must be free and open to the public (Cilliers & Timmermans, 2014). This characteristic avoids putting up barriers of cost (such as an entrance fee) and exclusivity, providing accessibility for all who want to attend or visit the initiative. The second characteristic is the expression of uniqueness (Blokland, 2001), whether it be of culture, creativity, or some other unique quality of the community. It is important to support the uniqueness of the community in which a placemaking initiative is taking place in order to avoid oversaturation of initiatives that are too similar, to garner a sense of community, sense of place, and pride of the residents of the community, and to pique the interest of non-community members about an area they may not be familiar with. Lastly, a placemaking initiative must support the local economy. This can be done achieved through providing a space for local businesses to sell their goods and services during a tactical urbanism initiative or hiring local businesses, artist, contractors to contribute to, build, and design a form-based initiative. With

these three characteristics, placemaking initiatives can be an important player in sustainable planning.

7.1 Towards Action

Not only was this research meant to discover the role placemaking places in sustainable planning, its objective was to also provide actionable information to decision makers or planners on the benefits of placemaking and who those benefits are for. This objective relates back to the concept of asking the right questions; specifically *who is the initiative really for and what is the initiative's overall goal?* The answer to the first question, supported by this case study and past literature, can be divided into three groups: community members, non-community members, or both. Again, in this research, community members are people who reside in the neighborhood or who actively participate in the community. Non-community members are people who do not live in the neighborhood where the event takes place, and who do not actively participate in the local community. This section will address the benefits provided to each of those three groups by placemaking initiatives, based on this case study.

First, placemaking can offer benefits to community members. Placemaking provides a safe space for place intensification (Seamon, 2014) and creating memories. The idea of shared experiences promotes unity, collective remembering, and shared social identity (Blokland, 2001). Place attachment, community building, and sense of community can all be produced through placemaking initiatives that are geared towards community members. Local businesses also benefit from placemaking through direct revenue and new customers. Community members also benefit through reinforcement of local identity (Sevin, 2011), highlighting the uniqueness of the community. Local identity is context, community specific and will differ for each placemaking initiative; understanding this is the first step to providing benefits through

placemaking to community members. Detriments of placemaking were discussed in Section 5.7 and should be kept in mind as possible negative impacts to community members.

Second, placemaking initiatives can provide benefits to non-community members. In this case, when the initiative is geared towards non-community members, it should probably be called place branding (Sevin, 2011) instead of placemaking. This relates to the overall goal of promoting and showcasing a neighborhood or community to outsiders or visitors. Initiatives who's goals focus on recreating the image of a neighborhood or bringing new investors to the area (Madureira, 2015) specifically focus on non-community members, hoping to change their perception and preconceived notions of an area (Sevin, 2011). Something important to note is that because non-community members do not reside in the neighborhood, they receive benefits but usually are not impacted by the detriments of these initiatives. This case study highlighted the benefits of cultural awareness, new businesses to patronize, and the discovery of a new area, ultimately trying to change non-community member's perceptions of the neighborhood and community.

Last are the possible benefits gained by both community and non-community members. These benefits are a friendly and social atmosphere, the feeling of comfort and safety, inclusiveness, and the embracement of uniqueness. These benefits ultimately point to placemaking providing a safe space for both groups of people. Through understanding who a placemaking initiative is meant for, the goals and objectives of the initiative can be modified to focus on the identified group or groups. This will increase the success of the initiative, better contributing to sustainable planning and a sustainable community.

Although this case study does not directly point to benefits provided by placemaking initiatives to state government or city administration, the benefits that they provide to community and non-community members should be enough of reason to include such initiatives

in long-term sustainable planning and budgets. Government employees are public servants by definition. Their overall goal in their career should be to serve the public; so what benefits the public, benefits them.

Through this research and past literature, it is evident that placemaking initiatives can provide both tangible and intangible benefits to community and non-community members. These benefits contribute to the overall mission of sustainable planning, which is a community that possesses a healthy climate and environment, social wellbeing, and economic security. Placemaking initiatives are a way to celebrate our communities and the diverse people who make up those communities. Margaret Mead states, “Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.” We should be investing in our people and in their sustainability.

APPENDICES

APPENDIX A

CODEBOOK: Nodes and Descriptions

Name	Percent	References	Description
Home		92	
Considers Neighborhood Home	25%	23	When respondents circled "YES," their response was coded as considering the neighborhood home. This node also includes responses that did not circle "YES" or "NO" but in their explanation described the neighborhood as having home like characteristics.
Distance	9%	2	This theme connects participants feelings of home in relation to time/distance from neighborhood
Circumstantial	4%	1	This theme connects participant's feeling of home to certain circumstances
Cleveland Encompassing Home	22%	5	This theme includes participant's feeling of home with the larger Cleveland area; the feeling of home not just reserved for their immediate vicinity around their house
Legacy	30%	7	This theme describes the feeling of home in relation to having lived here for a long time, growing up in the area, or having multiple generations live in the area.
Work In or Near By Neighborhood	4%	1	This theme encompasses the feeling of home with working in or near by the neighborhood
Community Involvement	13%	3	This theme encompasses the feeling of home in relation to being involved some way in the community; organizations, church, school etc

Does Not Consider Neighborhood Home	75%	69	When respondents circled "NO," their response was coded as not considering the neighborhood home. This node also includes responses that did not circle "YES" or "NO" but in their explanation described the neighborhood as not having home like characteristics or comments on living far away.
Distance or Other Area	52%	36	This theme includes not considering this neighborhood home in relation to distance from neighborhood or reference to another neighborhood
Circumstantial	3%	2	This theme refers to not considering this neighborhood home but in special circumstances feeling like its home
Cleveland Pride	4%	3	This theme relates to participants who do not consider the neighborhood home but have Cleveland pride
Unfamiliarity	3%	2	This theme refers to people who are unfamiliar with the neighborhood, it's their first time visiting etc
Not Applicable	4%	3	Responses coded under this node when respondent either did not circle "YES" or "NO" and either left explanation blank OR physically wrote in the explanation "N/A"
Proud of Neighborhood for Hosting Event		89	This parent node consists of responses from Question B1
Yes	24%	21	This node consists of participant's responses of "Yes" to the question of "are you proud of your neighborhood for hosting this event"
Uniqueness	10%	2	This theme describes the quality of uniqueness as their reasoning for feeling proud of the neighborhood for hosting the event
Revitalization Effort	19%	4	This theme describes the quality of revitalization that makes them feel proud. This includes bringing people into the city etc

Bring People Together	33%	7	This includes the participant finding pride in the fact that this event brings people together, supports community development etc
Engaging	14%	3	This includes the feelings of excitement, fun, festivity, etc
Culture, Diversity	14%	3	This theme describes that respondents are proud of the neighborhood for hosting this event because it is a celebration of diversity and culture, appreciation for diversity/culture etc.
Local Economic Support	5%	1	This theme codes for a sense of pride coming from the neighborhood supporting the local economy
No	0%	0	This node consists of participant's responses of "No" to the question of "are you proud of your neighborhood for hosting this event?"
Not Applicable	76%	68	This child node codes the lack of responses to question B1. If respondent left it blank, it was coded a Not Applicable
Wish for Similar Event in Participant's Home Neighborhood		92	This parent node includes responses from question B2: If you do not live in the neighborhood, do you wish your neighborhood hosted similar events?
Yes	82%	75	This node consists of participant's responses of "Yes" to the question of "do you wish your neighborhood hosted similar events?"
Investment	7%	5	This theme includes feelings of lack of investment from their community and that hosting similar events would improve this feeling
Quality Time with Others	1%	1	This child node codes response that express that events such as these provide spaces to spend quality time with others such as family and friends
Local	12%	9	This includes the fact that the event is local (providing a space for local vendors and expressing a uniqueness that only an specific area has) and open to the public

Engaging	29%	22	This theme codes responses which include comments such as that these type of events are fun, enjoyable, pleasant, exciting etc
Quality Products	5%	4	This theme describes the inclusion and showcasing of quality products, entertainment, and food
Community Building	25%	19	This theme includes response in relation to the fact that these types of events are vital for community building, bringing people together, and finding common interests
Culture, Diversity	23%	17	This node expresses themes related to the expression of diversity and culture from a neighborhood or community. Events such as these are one way of bringing many different types of people together to learn about cultural differences and embrace those differences
Educational	9%	7	This theme describes the want for educational events where people can learn about each other and other cultures
Atmosphere	4%	3	This theme describes the want for the type of atmosphere that is created by the event
No	5%	5	This node consists of participant's responses of "No" to the question of "do you wish your neighborhood hosted similar events?"
Oversaturation	40%	2	This theme describes the fact that there are lots of events like this already and there is the danger of oversaturation if there are too many
Ethnic Differences	20%	1	This theme includes a lack or a difference in ethnic community members or of interesting ethnic qualities
Focus Elsewhere	20%	1	This node describes reasoning's around neighborhood or community focused on other types of events or functions such as school or church events

Overcrowded	20%	1	This theme describes reasons that point to the fact that events like these can be overcrowded which may be a negative aspect of such things
Uniqueness	20%	1	This theme suggests that the event attended is context specific and it would not work in their neighborhood
Not Applicable	10%	9	This child node codes the lack of responses to question B2. If respondent left it blank, it was coded a Not Applicable
Indifferent	3%	3	This node consists of responses which discussed indifference and more detailed reasons for indifference
Events Already Present in Neighborhood	67%	2	This theme describes indifference to wishing similar events were hosted in their home neighborhood because their neighborhood already hosts similar events
Neighborhood-Resident Descriptors		124	This theme includes descriptions on how the participant views the neighborhood and/or residents
Young	4%	5	This theme references descriptors of the neighborhood/residents that encompass youthfulness, vibrancy, students, etc
Industrial	4%	5	This theme uses descriptors which indicate the industrial past of the neighborhood
Artsy	1%	1	This theme highlights the impression that the neighborhood/residents are artsy
Downtown	4%	5	In reference to downtown, urban, inner city
Disinvested	6%	8	This theme describes the neighborhood/residents as a place that has lost investment, feels empty, lacks resources, and is past its prime etc
Positive	15%	19	This theme includes positive descriptors such as nice, awesome, good, friendly, peaceful, clean etc
Diverse	10%	12	This descriptor includes words related to diversity, culture, ethnicity, Asian, etc

Social Establishments	2%	2	This includes the presences of restaurants, bars, parks, etc
Not Applicable	2%	3	This includes respondents which left the question blank
Historic	3%	4	This theme includes descriptors referencing aged, history, historic, old etc
Old	3%	4	
Eclectic	6%	7	This theme references descriptors that include interesting, busy, eclectic etc
Not Familiar	6%	7	This theme includes responses that related to not being familiar with the area or it being their first time here
Friendly	9%	11	This theme includes references to friendliness, kind, nice people etc
Low Income	1%	1	References the impression of a low income area
Changing	8%	10	This theme references ideas that they area is changing, transitional, up and coming, developing, progressive, rejuvenated etc
Asian	9%	11	Referencing the Asian culture of the neighborhood and its residents
Business Oriented	1%	1	Impressions that the neighborhood is entrepreneur-friendly
Community Oriented	5%	6	This node references impressions of a tight community, closeness, familiarity, family oriented etc
Pride	1%	1	References the impression that the residents have pride in their city/neighborhood
Distant	2%	2	Impressions that the neighborhood is distant, quiet, mysterious etc
Negative-Neutral	1%	1	Impression of unimpressed, neutral
Committed	1%	1	The impression that the neighborhood/residents are committed
Authentic	1%	1	The impression that the neighborhood/residents are authentic

Event Achievement for Neighborhood		151	The parent node for the question "What do you think this event is trying to achieve for the neighborhood?"
Improved Living Environment	5%	7	This theme includes perceptions of event achievement around an improved living environment/condition
Attracting Visitors	11%	16	This theme includes the goal of attracting visitors to the area
Vibrancy	1%	2	References responses that describe the mission of the event to provide vibrancy and life to an empty, old space
Local Business Support	13%	19	This theme references responses that encompass supporting local business, revenue, commerce, entrepreneurs, young businesses/startups etc
Negative-Neutral	1%	2	This theme references responses that feel the event is not trying to achieve anything or they are not sure what it is trying to achieve
Showcase the Area	13%	19	This theme references responses that encompass visibility, getting noticed as a neighborhood, promotion, increasing popularity, trying to get on the map, bringing people to an area that they wouldn't normally go to, awareness of businesses etc
Not Applicable	3%	4	This node references respondents who left the question blank
Investment in Area	9%	14	This node references responses that encompass improvement, redevelopment, awareness of businesses and amenities, showcasing talent, making area inviting etc
Cultural Awareness	17%	26	This theme encompasses ideas of cultural awareness such as cultural education and exploration, recognition of culture, awareness of others, acceptance etc

Enjoyment	4%	6	This theme includes enjoyment, fun, celebration etc
Sense of Community	18%	27	This theme encompasses understanding, acceptance, community building and bonding, promoting community, unity, bringing people together etc
New Image	6%	9	This theme encompasses references including the creation of a new image for the area, changing people's perceptions, improving the area, changing how people think and view Cleveland and the area, making it inviting and getting people excited to come here
Impact of Event on Neighborhood		112	This parent node encompasses the responses of participants to the question "What kind of impact do you think the event has on the neighborhood? Please Explain" They circled one of the five options (Positive-Negative), then explained their answer
Positive	89%	100	Reasons given for the impression of a positive impact on the neighborhood
Not Applicable	24%	24	This node includes respondents who left explanation blank
Brings In People	21%	21	This theme includes responses that the impact is positive because it brings people in, which is then divided into two sub categories of bringing people into the area and bringing people together
Brings People Together	6%	6	This node references responses that talk about bringing different, diverse people together, people getting together and enjoying each other and the event, community-oriented goal of getting people into the same space to interact
Brings People into the Area	15%	15	This theme is more about getting people to the physical area/space, getting people to see a place they might not have been before, increasing visitors
Local Flavor and Town Pride	4%	4	This node references responses that talk about Cleveland or area pride or the showcasing of local uniqueness of the area

Positivity	7%	7	This theme references responses that talk about positivity, greatness, good impact etc
Support Local Businesses	10%	10	This node references responses that talk about a positive impact because it showcases local businesses, brings money into the area to help increase revenue, good financial impact etc
Safe Space	2%	2	This node talks about the positive impact being the creation of a safe space where people can be themselves and feel safe coming to the area (so they will return in the future)
Incentive to Return	3%	3	this describes the positive impact to be giving people an incentive to return to the area, providing a safe space, increasing visitor numbers, permanent investment in the area
Exposure-Awareness	13%	13	This node describes the positive impact as exposure and/or awareness. This is split into two sub nodes: exposure/awareness of the neighborhood/community and exposure/awareness of diversity and culture
The Neighborhood-Community	8%	8	this theme talks about the positive impact being on exposure/awareness of the neighborhood and community including defining it separately from Cleveland, allowing people to explore the area, increasing interaction between people, investment etc
Diversity-Culture	6%	6	This node references responses that relate the exposure/awareness of diversity and culture as a positive impact
Establish Community Identity	6%	6	This node talks about the positive impact being the establishment of a community identity through standing out and being different than other neighborhoods, and creating a community bond, inclusive event
Enjoyable	7%	7	This theme talks about the positive impact being the fact that the event brings enjoyment to the people that attend it
Inspires Creativity	1%	1	The positive impact is to inspire creativity of attendees
Alternative to Drug Use	1%	1	This theme states the positive impact is an alternative to drug use (heroine)

Some Positive	8%	9	Reasons given for the impression of some positive impact on the neighborhood
Not Applicable	33%	3	This node represents responses of participants of who circled "Some Positive" impact but then left their explanation blank
Business Generation	22%	2	This theme discusses the "some positive" impact as generating business and bringing money to the area
Tangible Action	11%	1	This theme talks about the "some positive" impact being that the event is a tangible action towards making an impact
Benefits for Residents Not Clear	11%	1	This theme references response that circled "some positive" because they were unclear about what the event actually accomplished for the residents
Social Interaction	11%	1	This theme highlights references that talk about how the "some positive" impact is that it creates a social situation where one can interact with friends and make new connections
Exposure	11%	1	this theme talks about how the "some positive" impact is exposure for the neighborhood
Some Negative	1%	1	Reasons given for the impression of "some negative" impact on the neighborhood
Unwanted Visitors	100%	1	This theme discusses the "some neg" impacts as unwanted visitors that create blockage of streets/drives and overcrowding
Not Applicable	1%	1	Responses that were left completely blank (did not circle pos-neg or explanation)
Very Positive	1%	1	Reasons given for the impression of a "very positive" impact on the neighborhood. This response was written in by a respondent as an option to circle

Bring People in to the city	100%	1	this theme highlights the "very pos" impact as getting people out of the suburbs and into the city, people who may never visit these areas
Welcoming-Inclusive Atmosphere		102	This the parent node for responses to the question "do you feel welcome and included here? Please explain"
Yes	91%	93	This child node encompasses all the "yes" responses to the welcoming/included question
Vendors-Staff Attitudes	16%	15	This theme encompasses responses that cite vendor or staff attitudes and friendliness as making the participant feel welcome and included in the event and space, along with them being nice, friendly, and helpful
Crowd Attitude	17%	16	This theme encompasses responses that cite the crowd and attendee's attitudes and friendliness as making the participant feel welcome and included in the event and space, along with them being nice, friendly, everyone enjoying themselves
Vibe-Atmosphere	16%	15	This theme includes the friendly and interesting vibe/atmosphere that is given off by the event and the people who are attending. These are impressions of good music and food, nice people, pleasant atmosphere, the vibe, people smiling, easy access, calm environment etc
Residents-Neighborhood	2%	2	This node talks about how the nice people or the area gives them feelings of inclusion and welcoming
Visible Fun	3%	3	This theme talks about how seeing everyone having fun allows them to feel included and welcomed
Culture-Diversity	4%	4	This node talks about how the diversity of the attendees makes them feel welcomed, like all sorts of people there, enjoying different cultures
Inclusive	4%	4	this theme includes feelings of inclusion, no judgement, and comfort

Advertisement-Marketing	1%	1	this theme talks about how the attendee feels welcome and included because the event was well advertised
Amenities-Accessibility	10%	9	This node references responses that include the many amenities that are offered through the event such as the food, purchasable items, entertainment. It also references the accessibility of the event such as the fact that it is free and open to the public, the space is easy to move around it etc
No	1%	1	This child node encompasses all the "no" responses to the welcoming/included question
Capitalism	100%	1	this node talks about how the attendee did not feel welcomed/included because they felt it was fake and all based off of capitalism
Not Sure	4%	4	This child node encompasses all the "not sure" responses to the welcoming/included question
Not Enough Time to Experience to Know	25%	1	this node talks about how the attendee had not experienced the event enough to know if they feel welcomed/included
Lack of Amenities	25%	1	this node talks about how the lack of amenities, such as handicapped parking, made the attendee not sure if they felt welcomed/included
New Social Situation	50%	2	this node encompasses the feelings of being in a new social situation, such as not knowing people in the community or meeting new people as reasons why they are not sure if they feel included/welcomed
Not Applicable	4%	4	This child node encompasses all the lack responses to the welcoming/included question, aka the response was left blank
Changed Impression		110	This parent node encompasses all the responses to the question "Has your impression of the neighborhood and its residents changed from attending this event Please explain"

Yes	35%	39	This node includes all the response that answered "Yes" to "Has your impression of the neighborhood and its residents changed from attending this event Please explain"
Comfort-Safety	23%	9	This node includes responses which had a central theme of comfort and safety. Their impressions had changed in regards to the safety, openness and friendliness of the neighborhood/residents. Feelings of being welcomed and included, comfort in visiting the area now etc
Businesses	10%	4	This node includes impressions changed about the businesses in the area. Attendees now know more about what businesses and restaurants are here etc
Vibrant-Diverse Community	23%	9	This node includes responses relating to the realization of the diversity and culture present in the area. Their awareness has increased, feelings of cohesiveness, great people, good neighborhoods on this side of the city etc
Relevant	5%	2	This node focuses on responses that talk about how they realized now the neighborhood is relevant, including ideas of it being hipster and providing local flavor and it's a cool place to visit
Curiosity	5%	2	participant is curious about what else this area has to offer
More Aware	5%	2	This node incorporates responses that include ideas of being more aware now of what is going on in the area and knowing the area now exists
No	46%	51	This node includes all the response that answered "No" to "Has your impression of the neighborhood and its residents changed from attending this event Please explain"
Already Familiar	31%	16	This node encompasses responses that talked about how their impressions have not changed because they were already familiar with the area for various reasons such as that they live here, they used to live here, they've visited the neighborhood before for food or other events etc
Not Completely Representative of Neighborhood-Residents	6%	3	This node talks about how the respondent's impression hasn't changed because they don't think that the crowd who is attending represents the residents/neighborhood stating that people there are from all over so it's less focused on the specific area

Not Applicable	7%	8	This node includes all the response that were left blank for "Has your impression of the neighborhood and its residents changed from attending this event Please explain"
First Time Here	11%	12	This node includes all their responses around the fact that it was the attendees first time to the neighborhood and therefore they did not previously have an impression of the neighborhood to be changed
Returning to the Neighborhood		73	This node encompasses all the responses for the question "How likely is it that you will return to this neighborhood for other purposes? Please explain"
Highly Likely	45%	33	This node encompasses all the responses for the respondents who answered "highly likely" to the question "How likely is it that you will return to this neighborhood for other purposes? Please explain"
Enjoyable	21%	7	These reasons for returning are because the respondent thought the neighborhood was pleasant, enjoyable, nice etc
Not Applicable	12%	4	This node is for all the respondents that circled highly likely but did not give a reason
Contextual	6%	2	This node includes responses that discuss that their return would be context specific such as the venue or they are visiting from far away
However...	3%	1	This node includes responses where they are highly likely to return but they found that parking was difficult
Diverse-Cultural	9%	3	This node includes response that say their reason for returning would be to enjoy the diversity and culture that the area provides
Restaurants-Businesses	33%	11	This node includes responses that say they will return to patronize the restaurants and businesses in the neighborhood
Awareness	12%	4	This node includes responses where they want to become more aware of the neighborhood/culture/cool places, bringing friends and family who haven't been

Currently Living in Neighborhood	9%	3	This includes responses that they live here so they of course will return
Future Events	9%	3	This node includes reasons for returning as future events, similar events, central area where events are held
People	3%	1	This includes the reason for returning as the great people in the area
Somewhat Likely	37%	27	This node encompasses all the responses for the respondents who answered "somewhat likely" to the question "How likely is it that you will return to this neighborhood for other purposes? Please explain"
Not Applicable	22%	6	This node is for all the respondents that circled somewhat likely but did not give a reason
Depends on Event	15%	4	This theme includes people who would return depending on the type of event that is held in the neighborhood
Restaurants-Businesses	26%	7	This node includes responses that they would somewhat likely return for the businesses and restaurants in the neighborhood
Exploring	4%	1	This node includes responses that talk about how they are somewhat likely to return because they enjoy exploring the city and its neighborhoods
Lack of Accessibility and Amenities	4%	1	This node includes responses that discuss the lack of accessibility such as parking and lack of amenities such as businesses
Enjoyable	22%	6	This node includes responses where they enjoyed the event, it was fun, good vibes etc as reasons they would be somewhat likely to return
Awareness	4%	1	This node includes responses that discuss how they did not know of the resources before visiting but now they do

Diversity-Culture	4%	1	This node includes responses that talk about how they already come here for the diversity and Asian culture
Family	7%	2	This node include reasoning's that include family, because the family will want to come back or because family lives here
Home	4%	1	This node includes returning because the area feels like home and is a part of them
Neutral	15%	11	This node encompasses all the responses for the respondents who answered "neutral" to the question "How likely is it that you will return to this neighborhood for other purposes? Please explain"
Already Visit	18%	2	This node includes responses that talk about how they already visit or have been before
Distance	18%	2	This node includes responses that talk about how the distance they live from the neighborhood makes it hard for them to return
Unsure of Other Amenities	27%	3	This node includes responses that talk about how they are not sure what else is around beside this event, so they are neutral on if they will return
Restaurants	9%	1	This node includes the reason of the restaurants
Not Applicable	18%	2	This node is for all the respondents that circled neutral but did not give a reason
No Reason to Come Again	9%	1	This node includes having no reason to come back that they are aware of
Somewhat Unlikely	0%	0	This node encompasses all the responses for the respondents who answered "somewhat unlikely" to the question "How likely is it that you will return to this neighborhood for other purposes? Please explain"
Highly Unlikely	0%	0	This node encompasses all the responses for the respondents who answered "highly unlikely" to the question "How likely is it that you will return to this neighborhood for other purposes? Please explain"
Not Applicable	3%	2	This node encompasses all the responses for the respondents who left the answer blank to the question "How likely is it that you will return to this neighborhood for other purposes? Please explain"

APPENDIX B

SURVEY

Consent Information

You are being invited to participate in a research study titled *"The Role of Place-making in Sustainable Planning"*. This study is being done by Sarah Lang from the University of Massachusetts Amherst. You were selected to participate in this study because you are currently attending this event. The purpose of this research study is to better understand the aspects of place-making events that contribute to a sustainable and well-rounded community. If you agree to take part in this study, you will be asked to complete the survey/questionnaire on the next page. This survey/questionnaire will ask about your impressions of the neighborhood and event and it will take you approximately 10 minutes to complete. You may not directly benefit from this research; however, we hope that your participation in the study may help all stakeholders better understand place-making and how it plays a role in the neighborhood. To the best of our ability your answers in this study will remain confidential. We will minimize any risks to breach of confidentiality by having you place the finished survey in an envelope and shredding all paper surveys after the data is transferred.

Your participation in this study is completely voluntary and you can withdraw at any time. You are free to skip any question you choose.

If you have questions about this project or if you have a research-related problem, you may contact the researcher, Sarah Lang at 440-823-5341 or sslang@umass.edu. If you have any questions concerning your rights as a research subject, you may contact the University of Massachusetts Amherst Human Research Protection Office (HRPO) at (413) 545-3428 or humansubjects@ora.umass.edu.

By proceeding to the survey/questionnaire on the next page you are indicating that you are at least 18 years old, have read and understood this consent form and agree to participate in this research study. Please keep this page for your records and return the survey/questionnaire to the researcher's envelope. Please DO NOT write your name on the survey/questionnaire.

Please take this sheet for your records.

"The Role of Place-making in Sustainable Planning" Attendee Survey

By completing this survey, you are indicating that you have read and understood this consent form and agree to participate in this research study.

1. A little about yourself:
   Gender: Male Female If neither, please specify: _____
   Age: ____
   Ethnicity: _____
2. What zip code do you live in? _____

3. Do you consider this neighborhood *home*? Yes No
   Please explain:

For the next question, please only answer Box 1 **OR** Box 2, depending on if you live in this neighborhood or not:

Box 1 If you do live in this neighborhood:	Box 2 If you **do not** live in this neighborhood:
Do you feel proud of your neighborhood for hosting this event? Yes No What about the event makes you feel this way?	Do you wish that your neighborhood hosted similar events? Yes No What makes you feel this way?

4. Who did you come with today? Circle all that apply:
   a. Alone
   b. Friends
   c. Family
   d. Colleagues
   e. Significant Other

5. How did you hear about the event today? Circle all that apply:
   a. Online
   b. Mailed invitation
   c. Emailed invitation
   d. Friend/Colleague
   e. Radio
   f. Television
   g. Newspaper
   h. Other

6. How would you describe this neighborhood and its residents? (One-two phrases please)

7. What do you think the event is trying to achieve for the neighborhood?

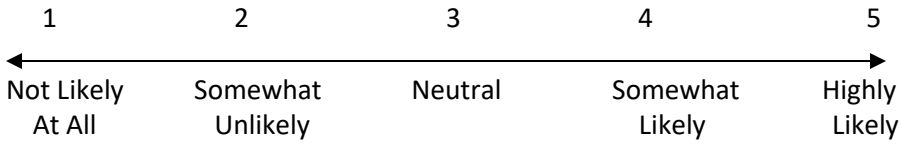
8. What kind of impact do you think this event has on the neighborhood? (Circle one)

   Positive Some Positive No Impact Some Negative Negative
   Please explain your choice:

9. Do you feel welcomed and included in the event? What aspects of the event influence you to feel this way?

10. Has your impression of the neighborhood and its residents changed from attending this event? Please explain:

11. After attending this event, what is the likelihood that you will return to this neighborhood for other purposes?



Please explain why:

Thank you for participating!

PLEASE PLACE THIS SURVEY IN THE CONFIDENTIAL ENVELOPE

{END OF SURVEY}

APPENDIX C

IRB APPROVAL

University of Massachusetts Amherst
108 Research Administration Bldg.
70 Butterfield Terrace
Amherst, MA 01003-9242

Research Compliance
Human Research Protection Office (HRPO)
Telephone: (413) 545-3428
FAX: (413) 577-1728

Certification of Human Subjects Approval

Date: April 11, 2016

To: Sarah Lang, Landscape Arch Regional Plan

Other Investigator: Flavia Montenegro-Menezes, Landscape Arch Regional Plan

From: Lynnette Leidy Sievert, Chair, UMASS IRB

Protocol Title:The Role of Place-Making in Sustainable Planning
Protocol ID: 2016-2958
Review Type:EXPEDITED - REVISION
Paragraph ID: 7
Approval Date: 04/11/2016
Expiration Date:03/17/2017
OGCA #:

This study has been reviewed and approved by the University of Massachusetts Amherst IRB, Federal Wide Assurance # 00003909. Approval is granted with the understanding that investigator(s) are responsible for:

Modifications - All changes to the study (e.g. protocol, recruitment materials, consent form, additional key personnel), must be submitted for approval in e-protocol before instituting the changes. New personnel must have completed CITI training.

Consent forms - A copy of the approved, validated, consent form (with the IRB stamp) must be used to consent each subject. Investigators must retain copies of signed consent documents for six (6) years after close of the grant, or three (3) years if unfunded.

Adverse Event Reporting - Adverse events occurring in the course of the protocol must be reported in e-protocol as soon as possible, but no later than five (5) working days.

Continuing Review - Studies that received Full Board or Expedited approval must be reviewed three weeks prior to expiration, or six weeks for Full Board. Renewal Reports are submitted through e-protocol.

Completion Reports - Notify the IRB when your study is complete by submitting a Final Report Form in e-protocol.

Consent form (when applicable) will be stamped and sent in a separate e-mail. Use only IRB approved copies of the consent forms, questionnaires, letters, advertisements etc. in your research.

Please contact the Human Research Protection Office if you have any further questions. Best wishes for a successful project.

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